

The Alamo Plan

ALAMO CITIZENS ADVISORY COMMITTEE
MARCH 29, 2021

VISION

Engage local residents and visitors in ways to personally connect to the Alamo area experience.

Tell the story of the Battle of the Alamo and its impact on the Republic of Texas, City of San Antonio, State of Texas, the United States, and the international community.

Include and interpret the diverse cultures that contributed to the story of the Alamo area through meaningful and memorable experiences for visitors.

Tell the in-depth history of the Alamo area to the present day as a tribute to all who lived, fought, and died there.

GUIDING PRINCIPLES

- The 1836 Battle of the Alamo, the most widely recognized event, provides an opportunity to tell the entire history of the Alamo area.
- Unified leadership under the management of a single steward (public and private) with a sustainable business model.
- Preservation and interpretation based on historical and archaeological evidence.
- Embrace intellectual, experiential and physical accessibility.
- Balance scholarship, historical context, folklore and myth to provide an engaging visitor experience.
- Create a premier Visitor Experience through physical space and interpretation.
- Embrace the continuum of history to foster understanding and healing.
- Enhance connectivity and wayfinding to the river, neighborhoods, La Villita, the cathedral, and the other Plazas.

WHAT WE RETAINED

5 Key Elements of Master Plan

1. Restore Church and Long Barracks
2. Delineate the historic footprint
3. Recapture the historic mission plaza and create a sense of reverence and respect
4. Create a world-class museum/visitor center
5. Create a sense of arrival and enhance connectivity between site and other public spaces

WHAT WE STUDIED (POTENTIAL NEW PARAMETERS)

1. Retain Cenotaph
2. Do Not Lower Grade
3. Preserve Plaza Access
4. Retain Parade / Phase Street Closure

WHAT IS PROPOSED

1. The Cenotaph will be repaired but not moved
2. The mission footprint will be delineated by paving material changes
3. The plaza will remain accessible to pedestrians, without railings
4. The parades and key rituals will be accommodated
5. Streets will be closed as planned and approved, with certain allowances for service, emergency, and public transit vehicles. Alamo Street, between Houston and Crockett, will be closed starting June 1st to allow for programming and traffic modeling

AGENDA

Review Impacts of New Parameters on...

1. Spatial Definition
2. Visitor Experience
3. Interpretive Elements

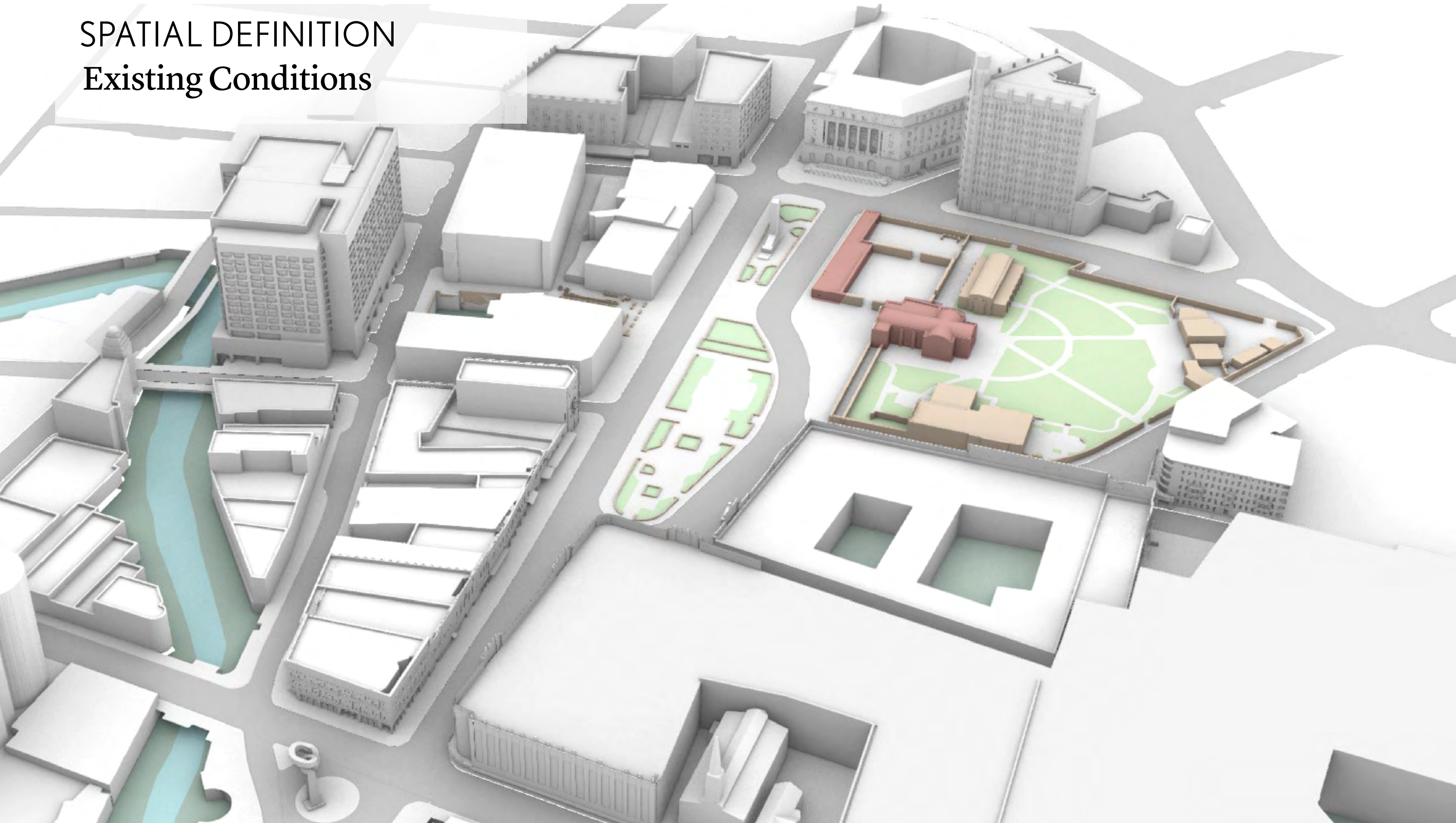
SPATIAL DEFINITION

The **rich layers of history** at the Alamo and within the **historic urban fabric** of downtown San Antonio form a distinctive backdrop for the Alamo Church. As the city has grown and evolved, elements of the Alamo's history have been obscured, while newer layers have become cherished parts of the place.

The **intention to reveal the scale and proportion** of the historic mission footprint as a way of providing context for **a more full telling of the history** of the Alamo, remains a guiding principle. The use of paving pattern and vegetation (light and shade) as strong **framing elements** can provide a clear threshold to the site.

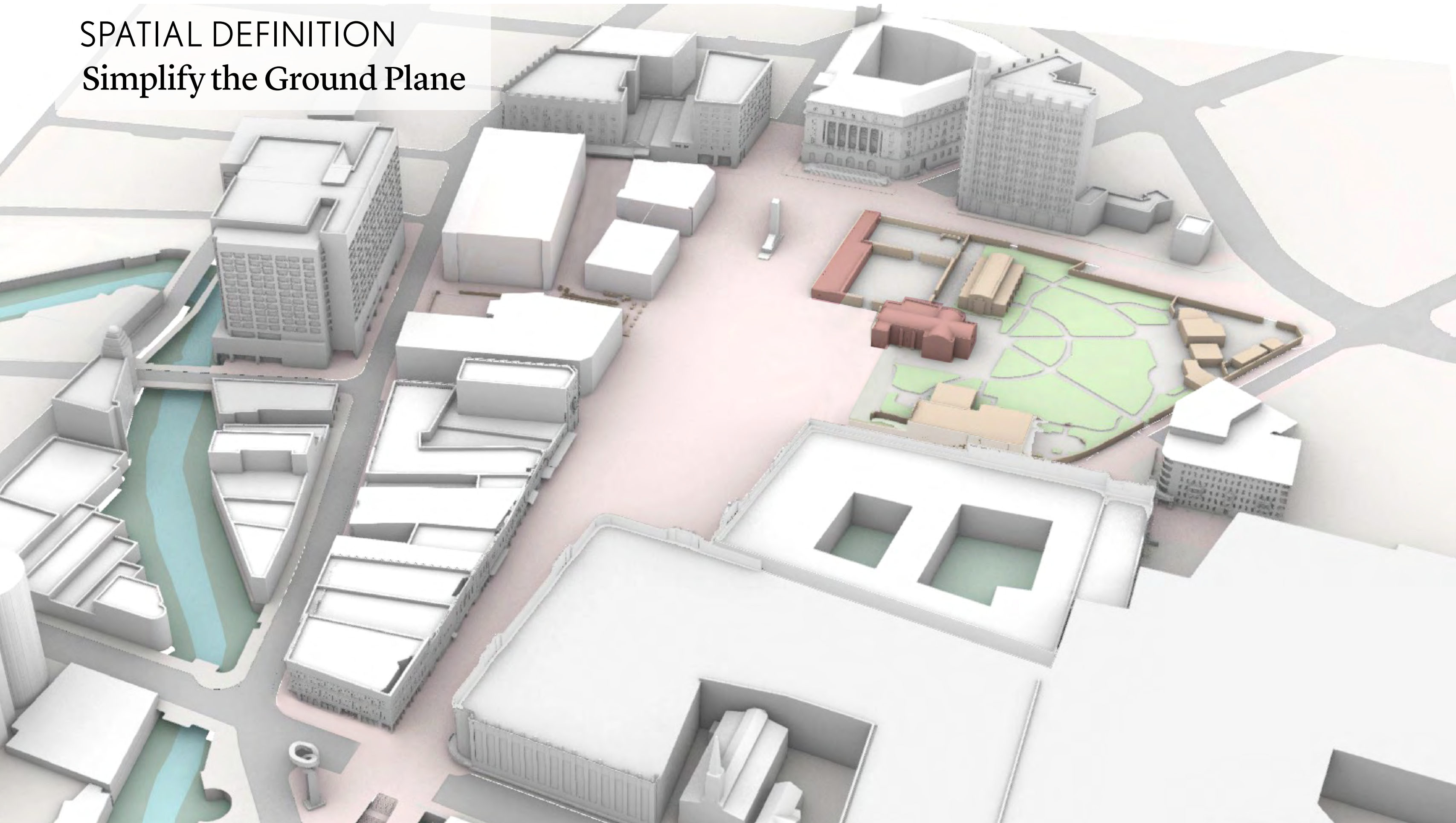
SPATIAL DEFINITION

Existing Conditions



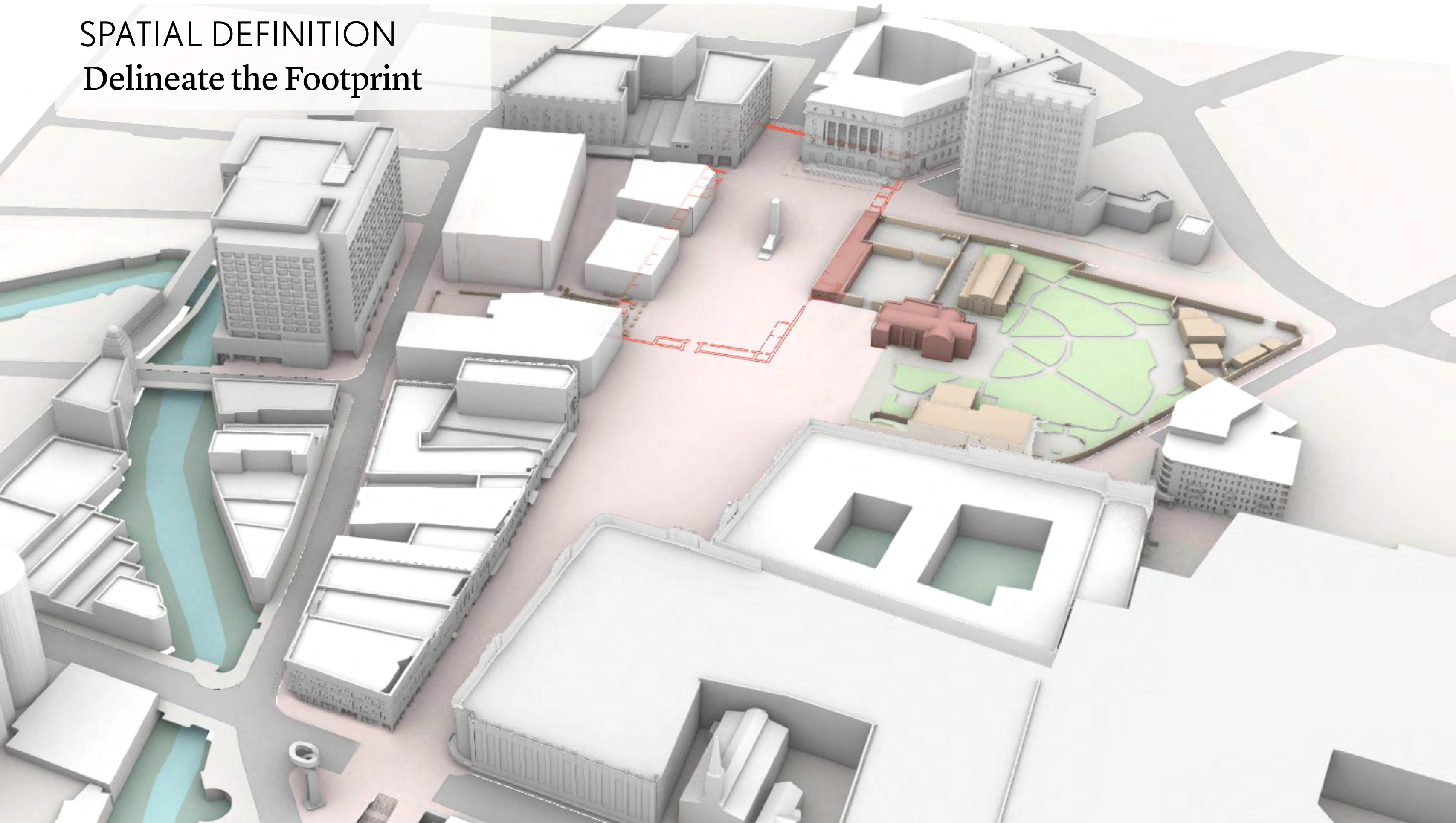
SPATIAL DEFINITION

Simplify the Ground Plane

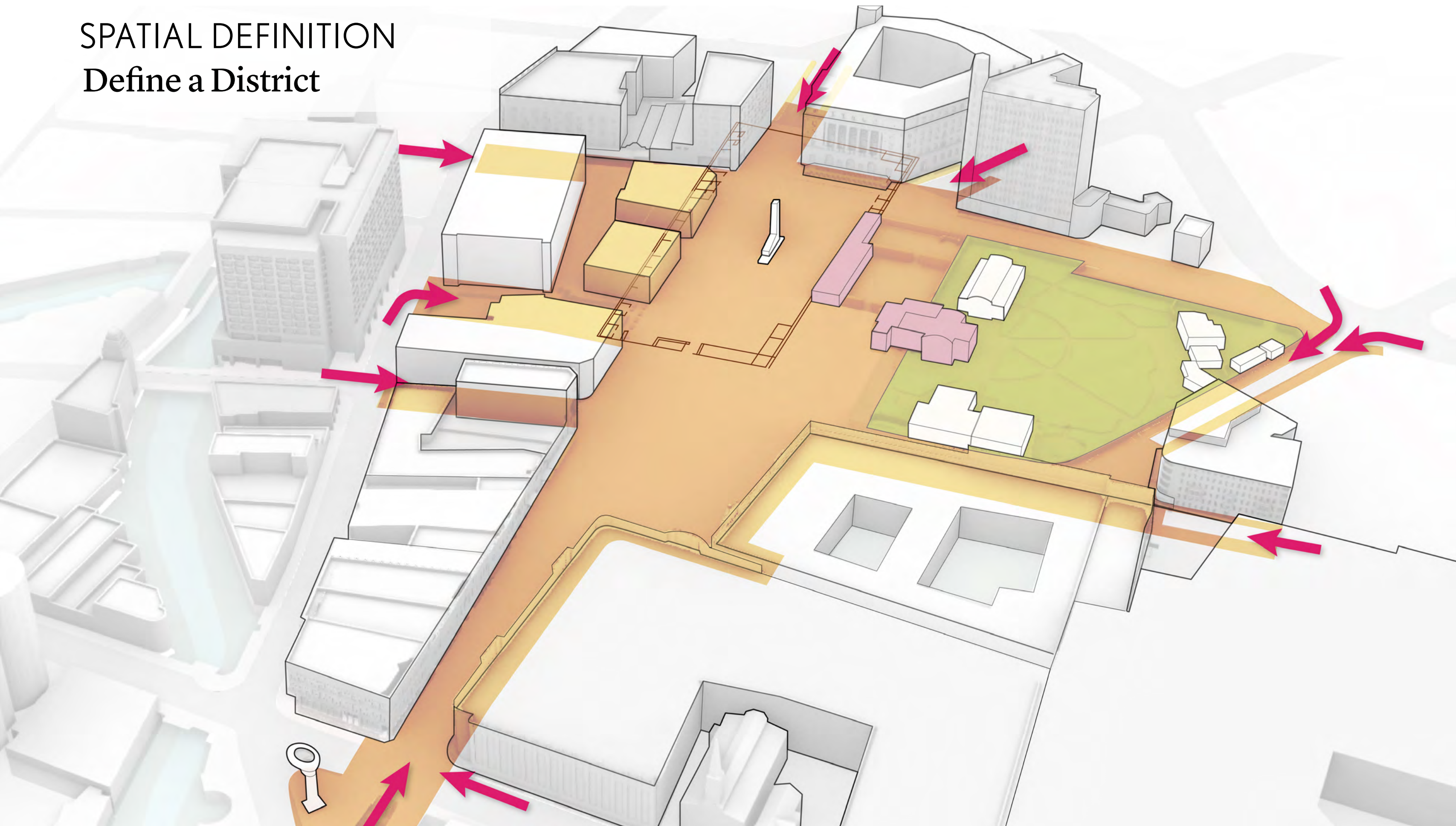


SPATIAL DEFINITION

Delineate the Footprint

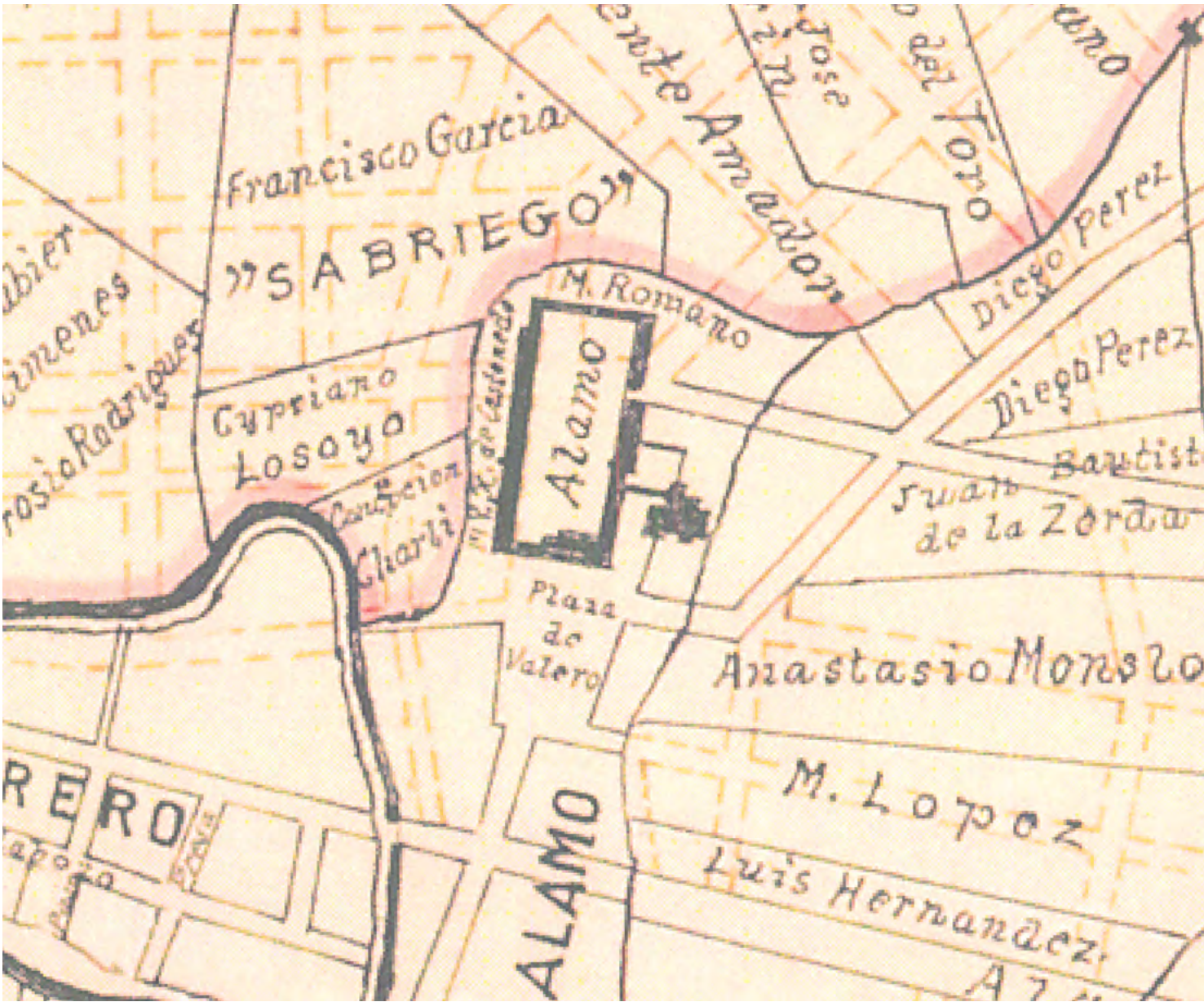


SPATIAL DEFINITION
Define a District

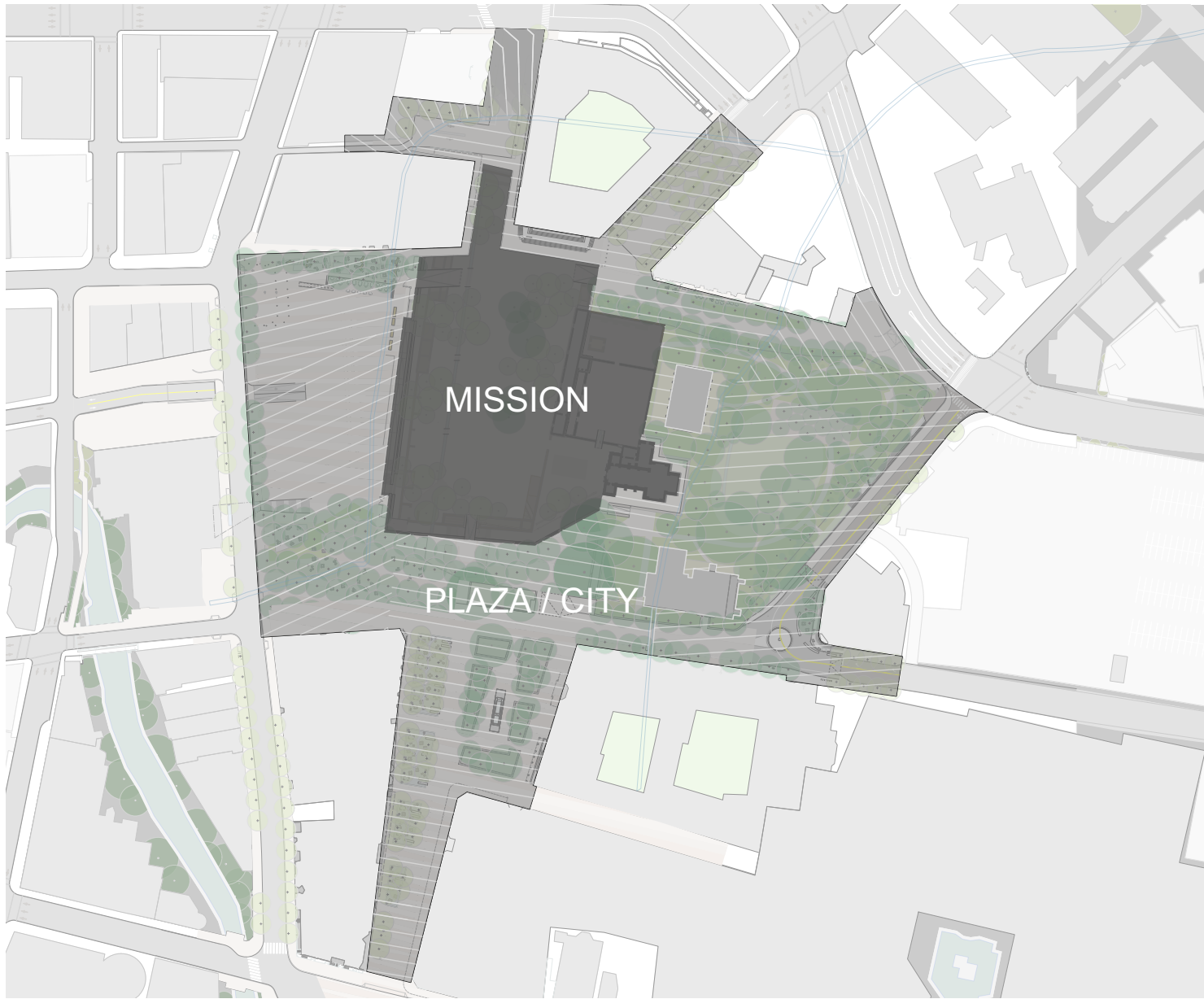


SPATIAL DEFINITION

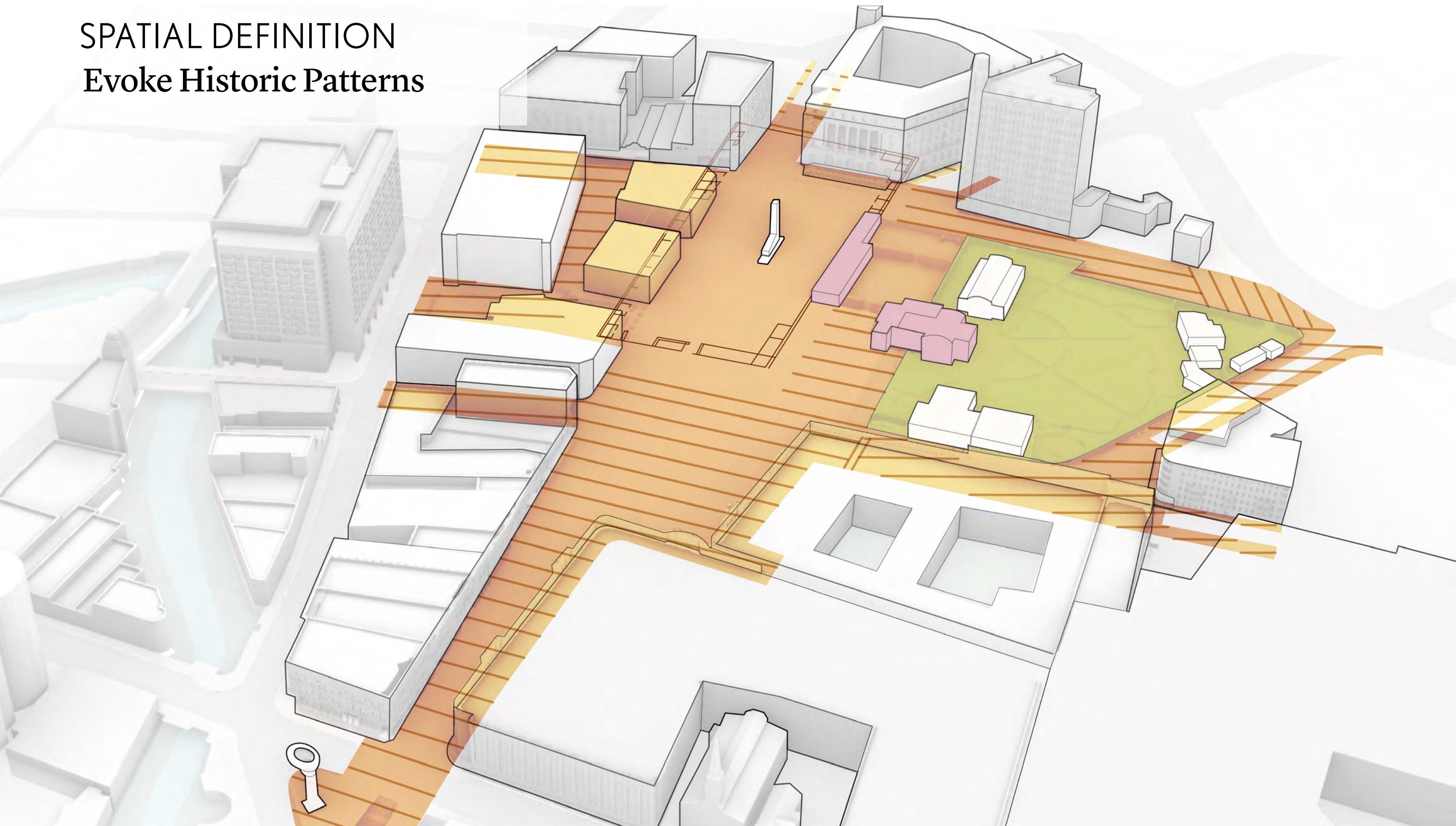
Evoked Historic Patterns



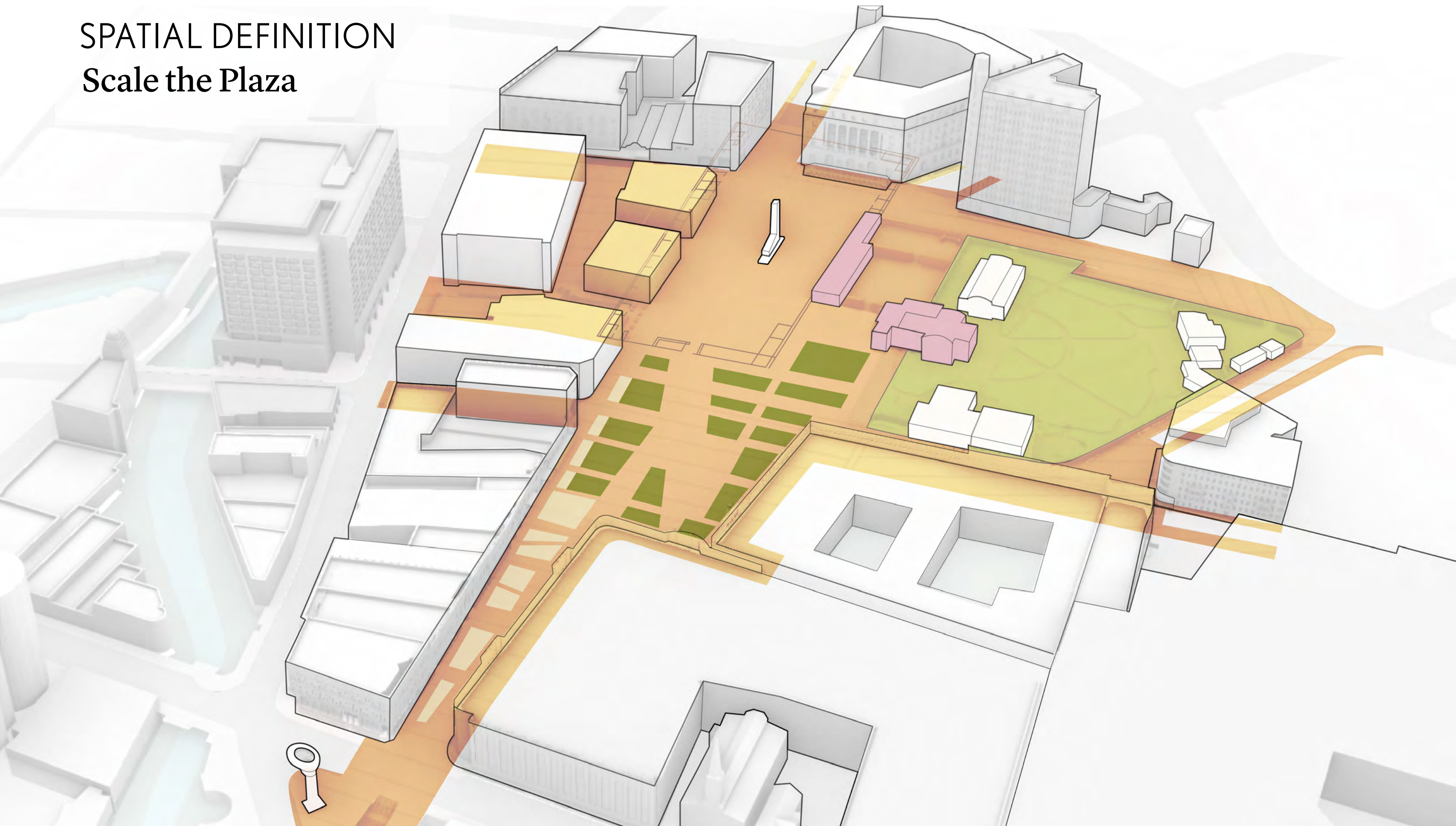
1912 OVERLAY MAP BY JOHN RULLMAN



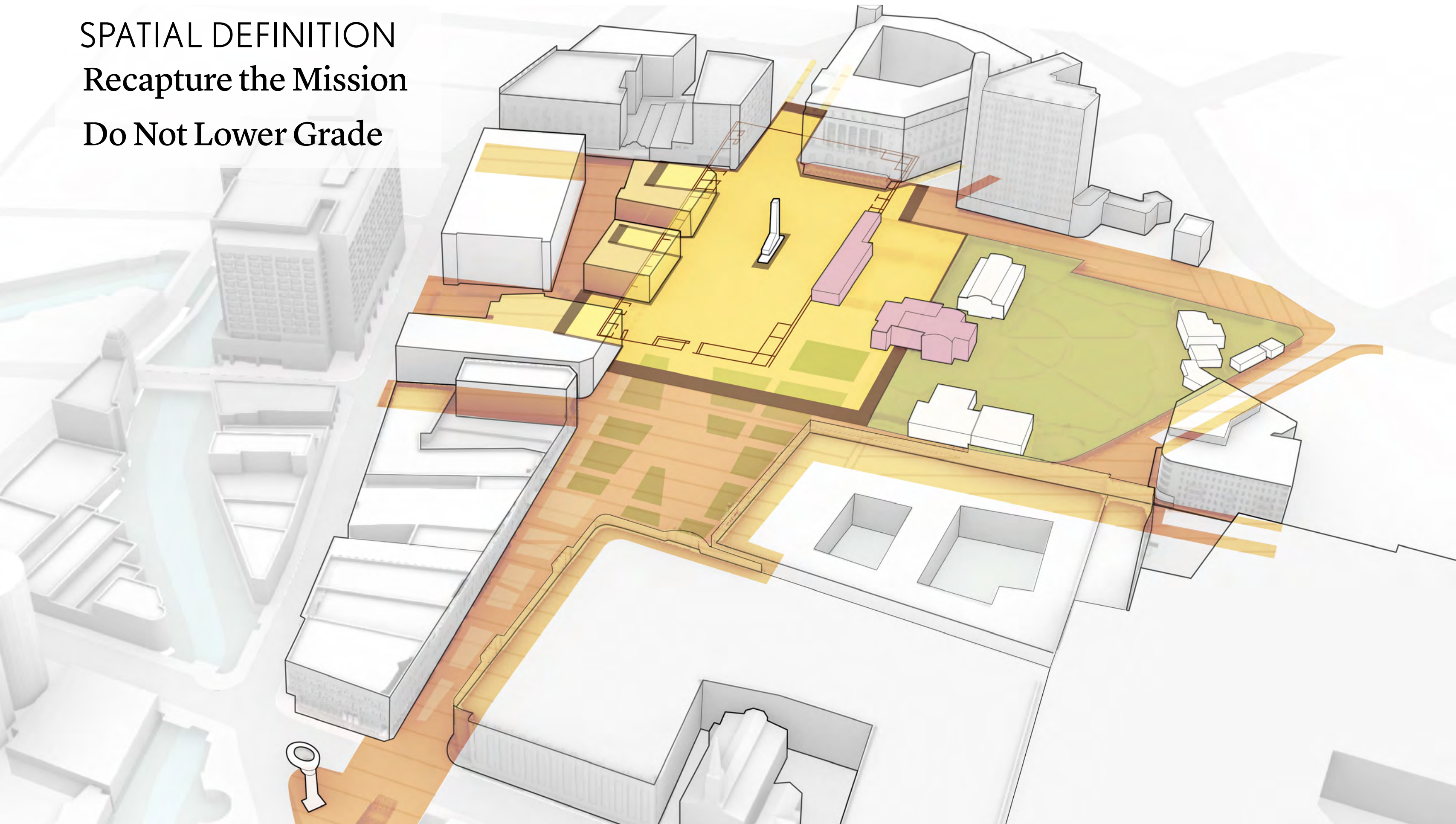
SPATIAL DEFINITION
Evoke Historic Patterns



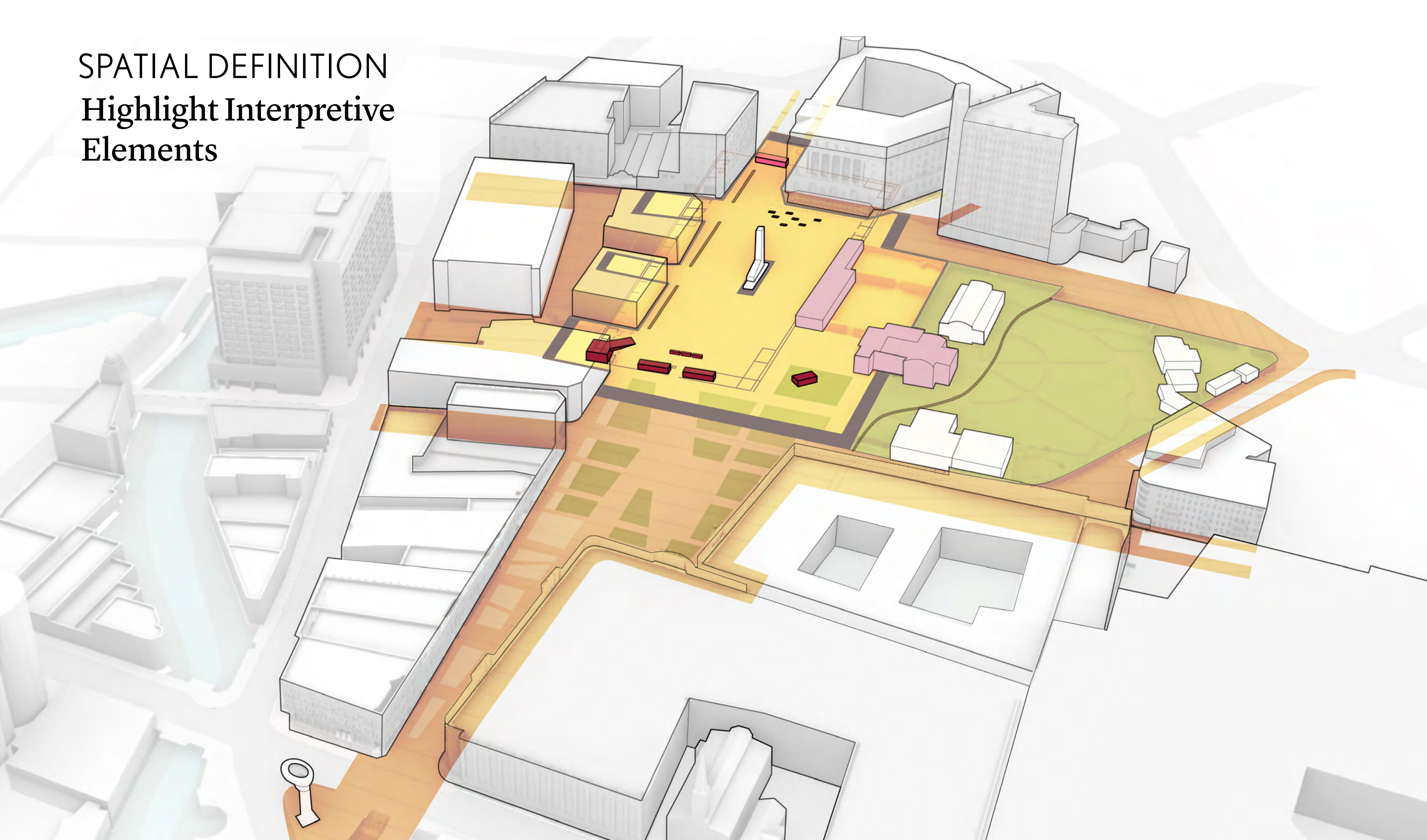
SPATIAL DEFINITION
Scale the Plaza



SPATIAL DEFINITION
Recapture the Mission
Do Not Lower Grade

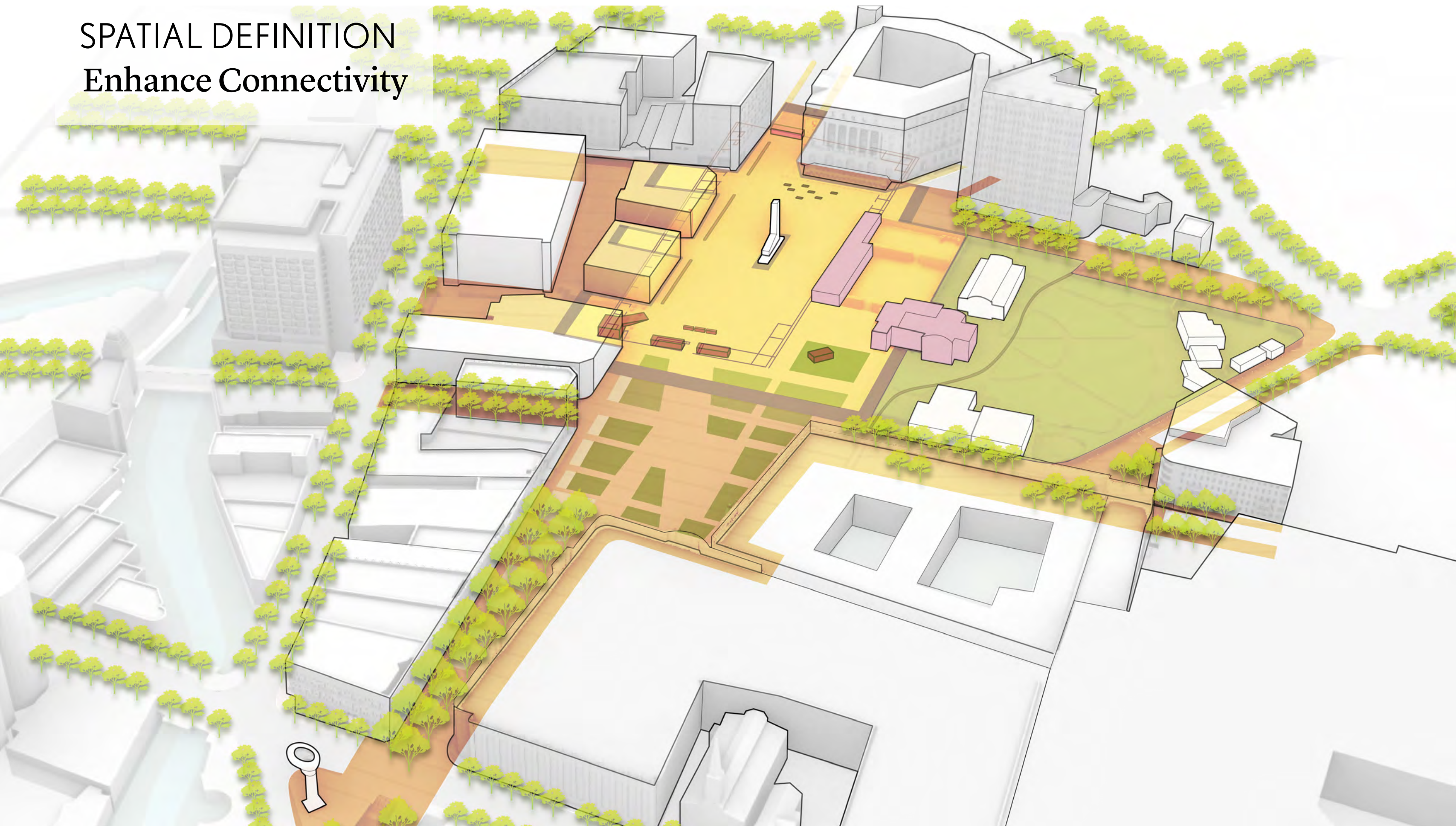


SPATIAL DEFINITION
Highlight Interpretive
Elements



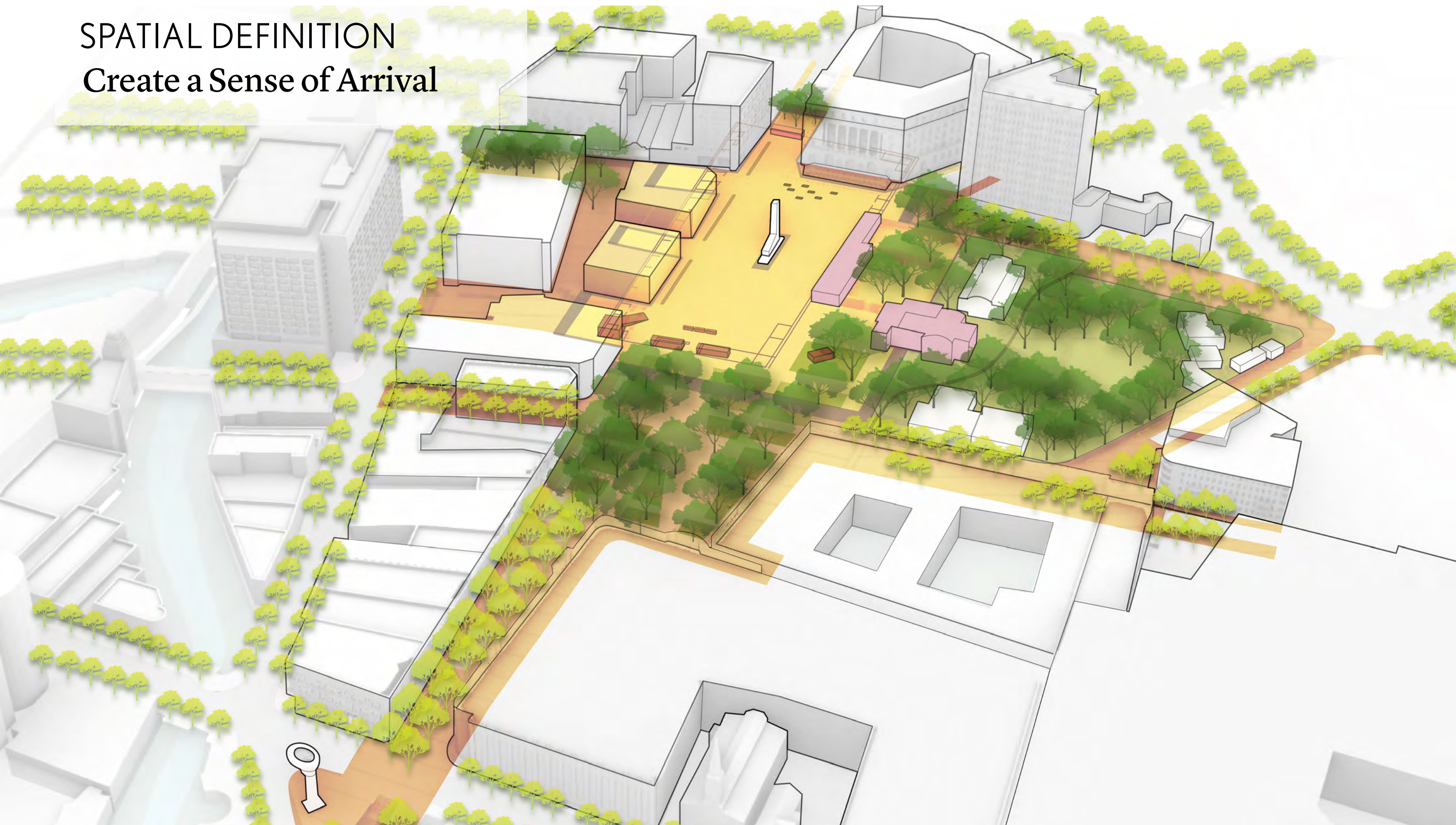
SPATIAL DEFINITION

Enhance Connectivity



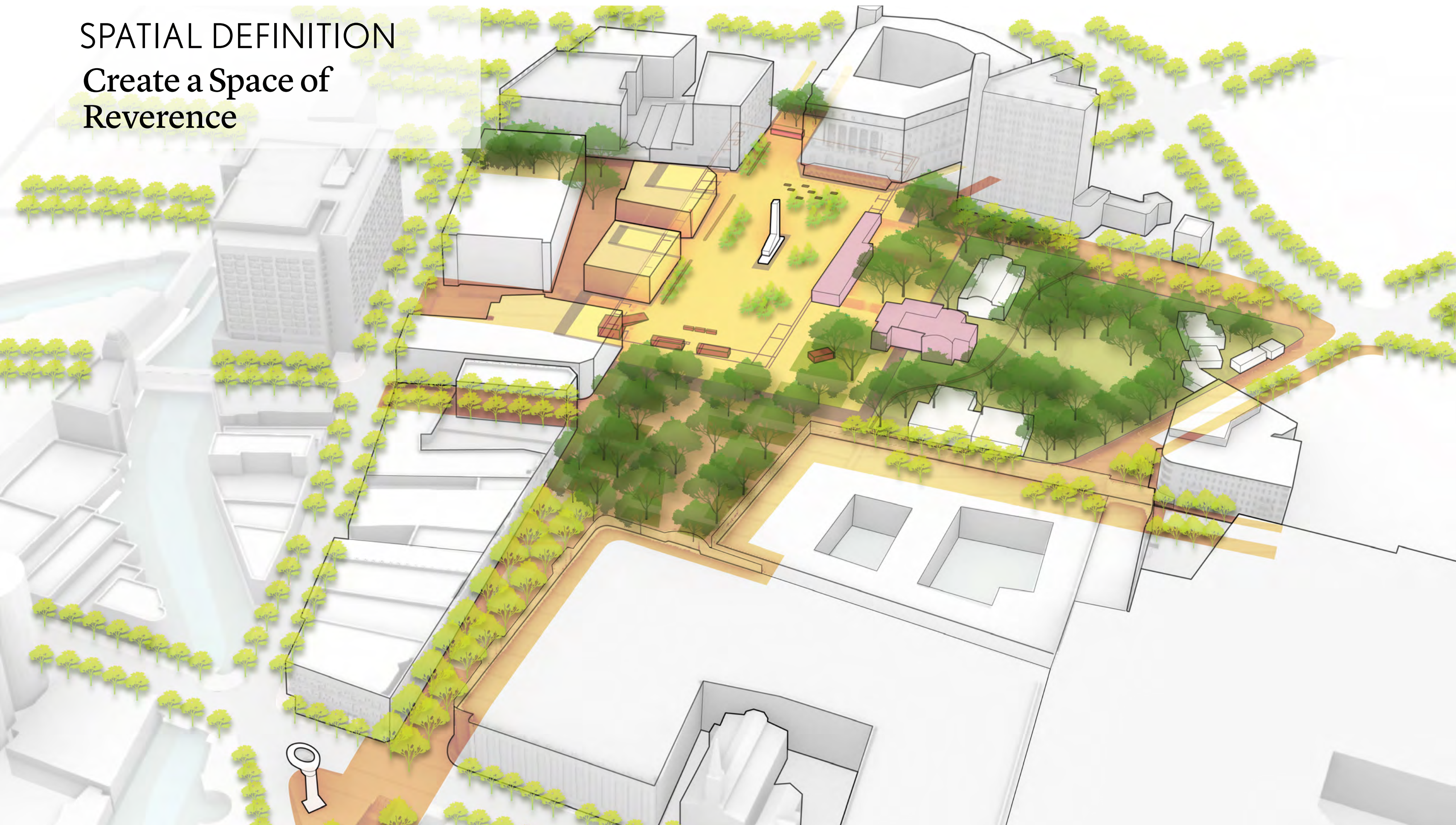
SPATIAL DEFINITION

Create a Sense of Arrival

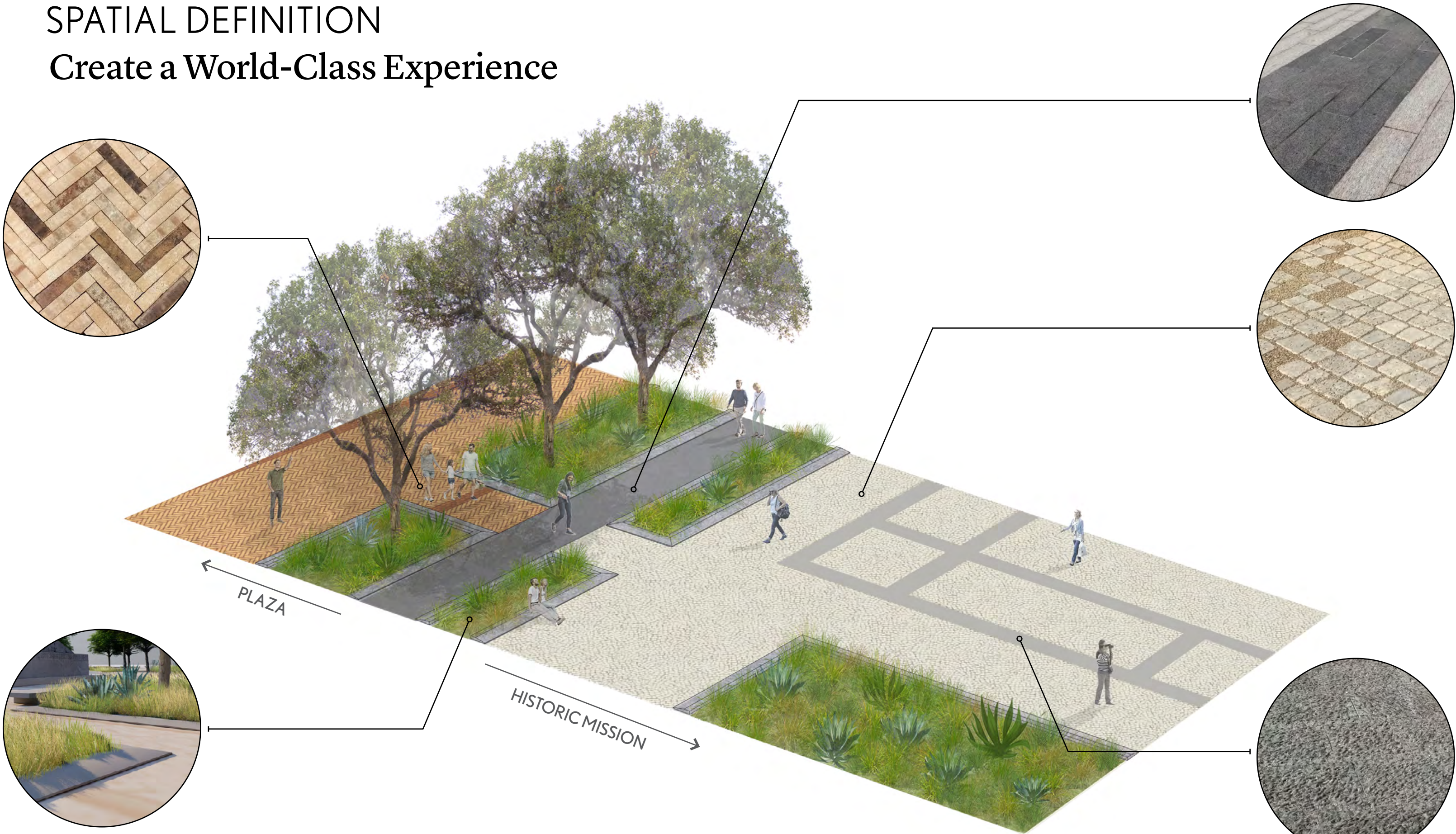


SPATIAL DEFINITION

Create a Space of Reverence



SPATIAL DEFINITION
Create a World-Class Experience



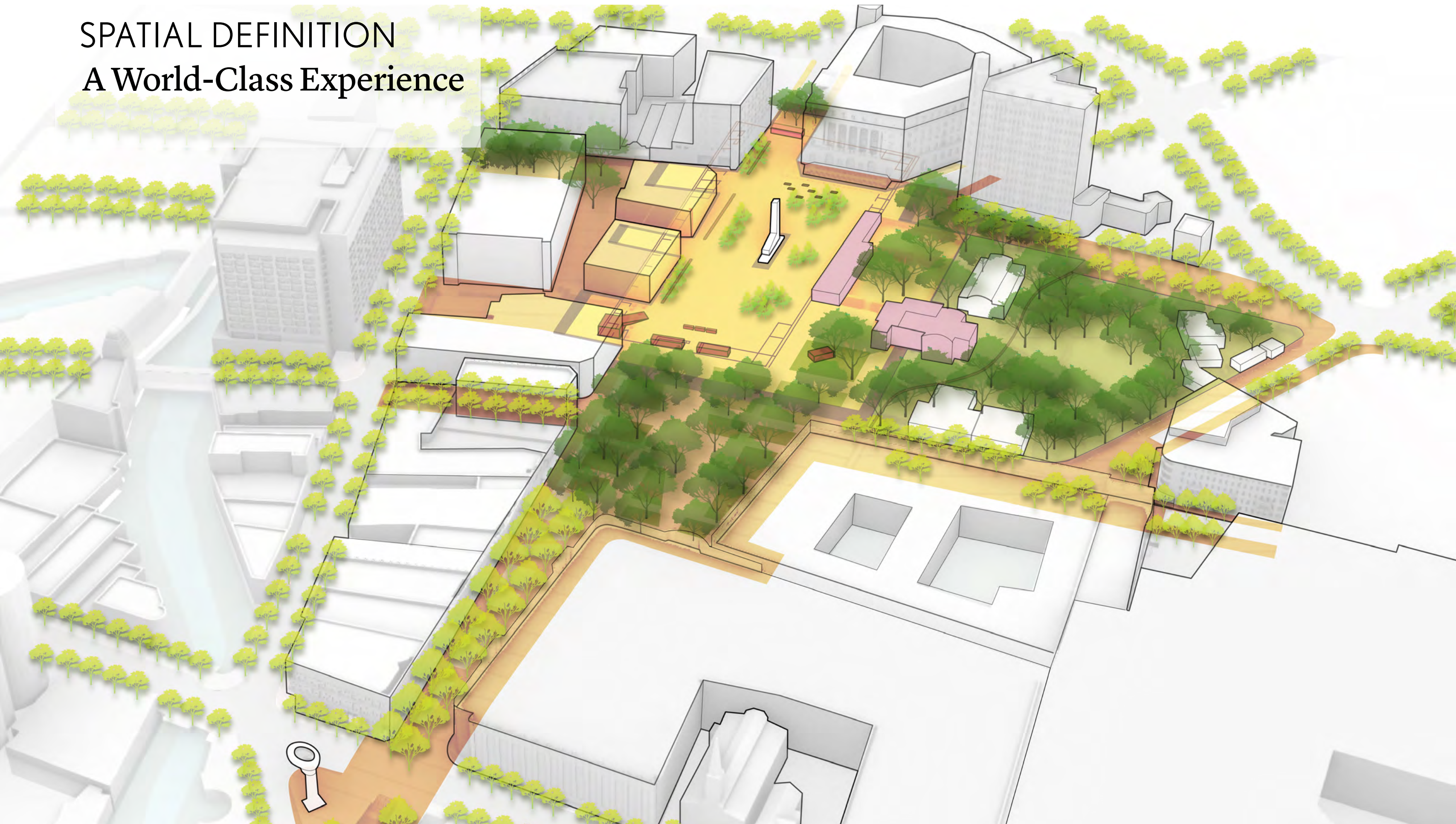
SPATIAL DEFINITION

Material Considerations



SPATIAL DEFINITION

A World-Class Experience

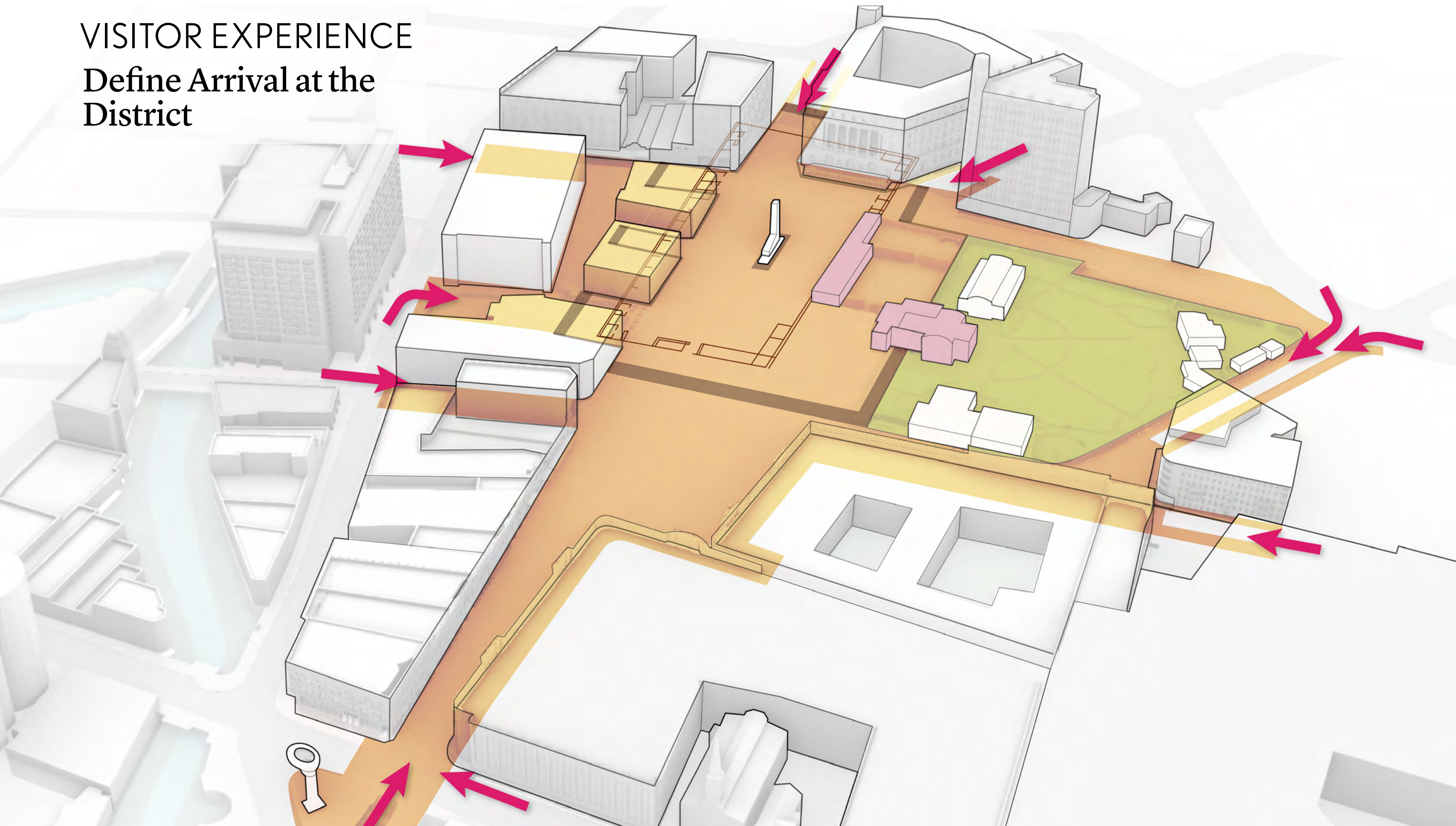


VISITOR EXPERIENCE

Improving the **legibility of the historic context** of the Church, and creating a **clear sense of arrival and orientation** at the Alamo remain key strategies for elevating the visitor experience. A system of wayfinding elements at the **gateways to the district combined with initial introduction to the Alamo** will orient visitors arriving from multiple directions.

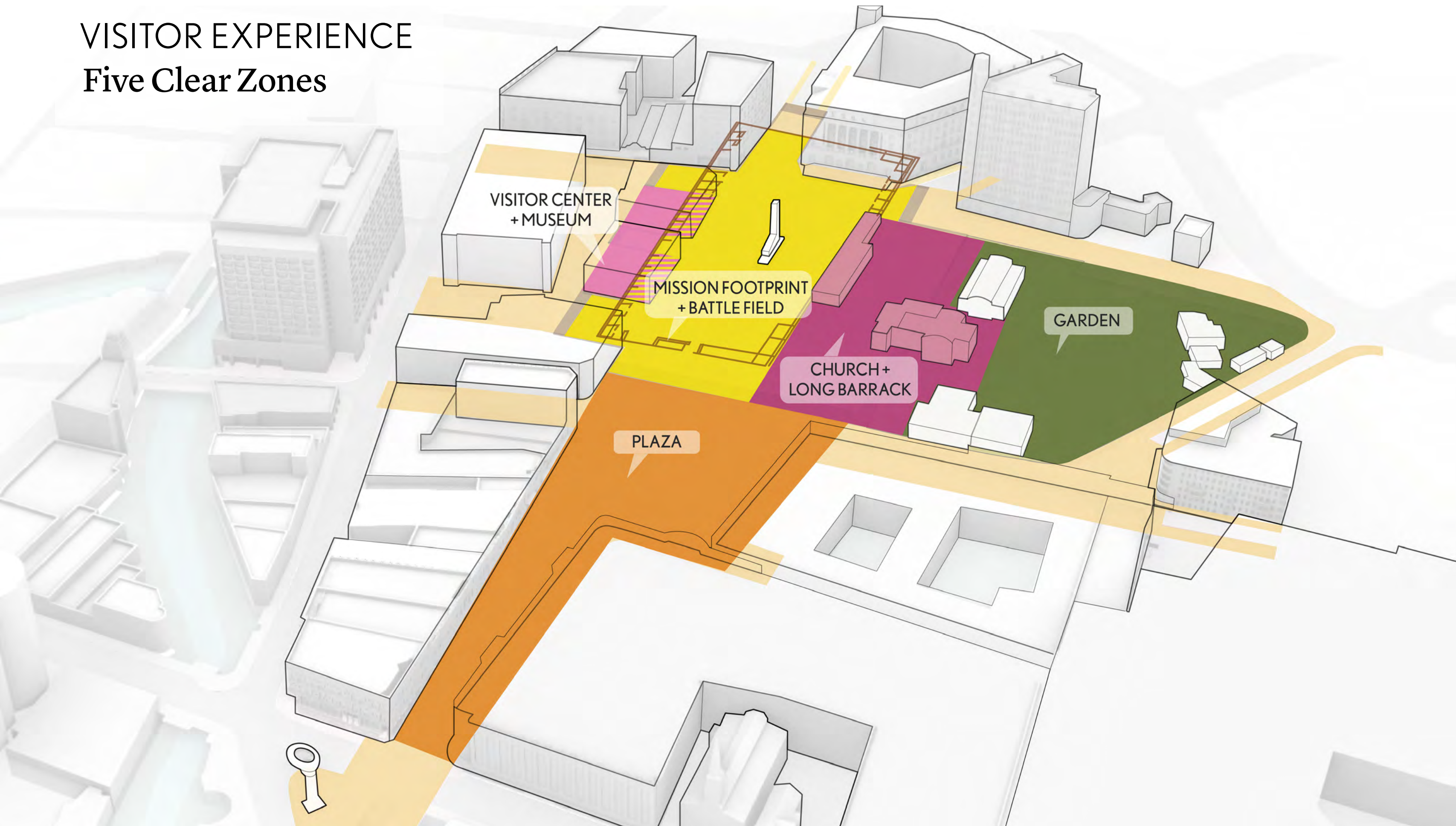
VISITOR EXPERIENCE

Define Arrival at the District



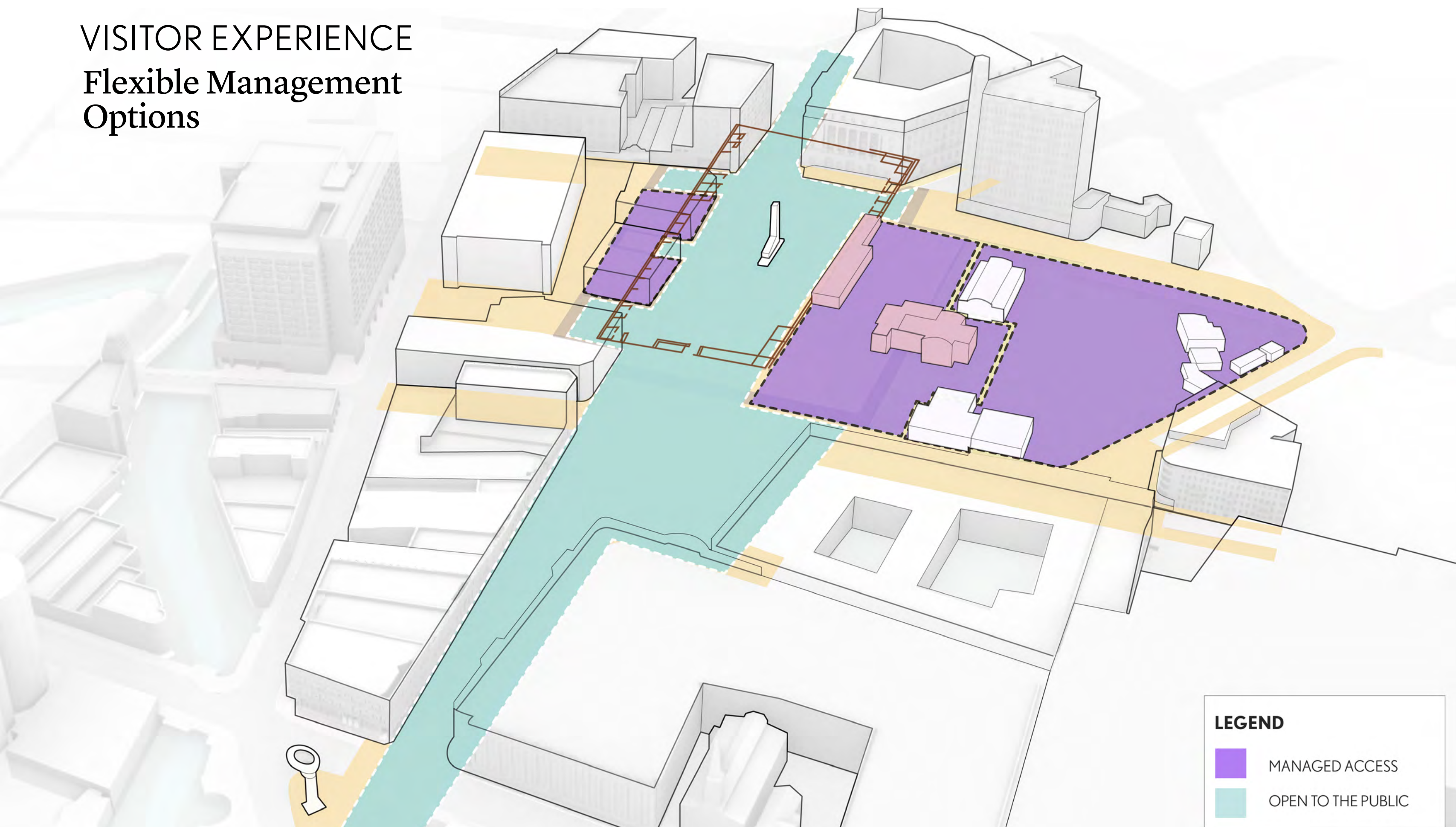
VISITOR EXPERIENCE

Five Clear Zones



VISITOR EXPERIENCE

Flexible Management Options

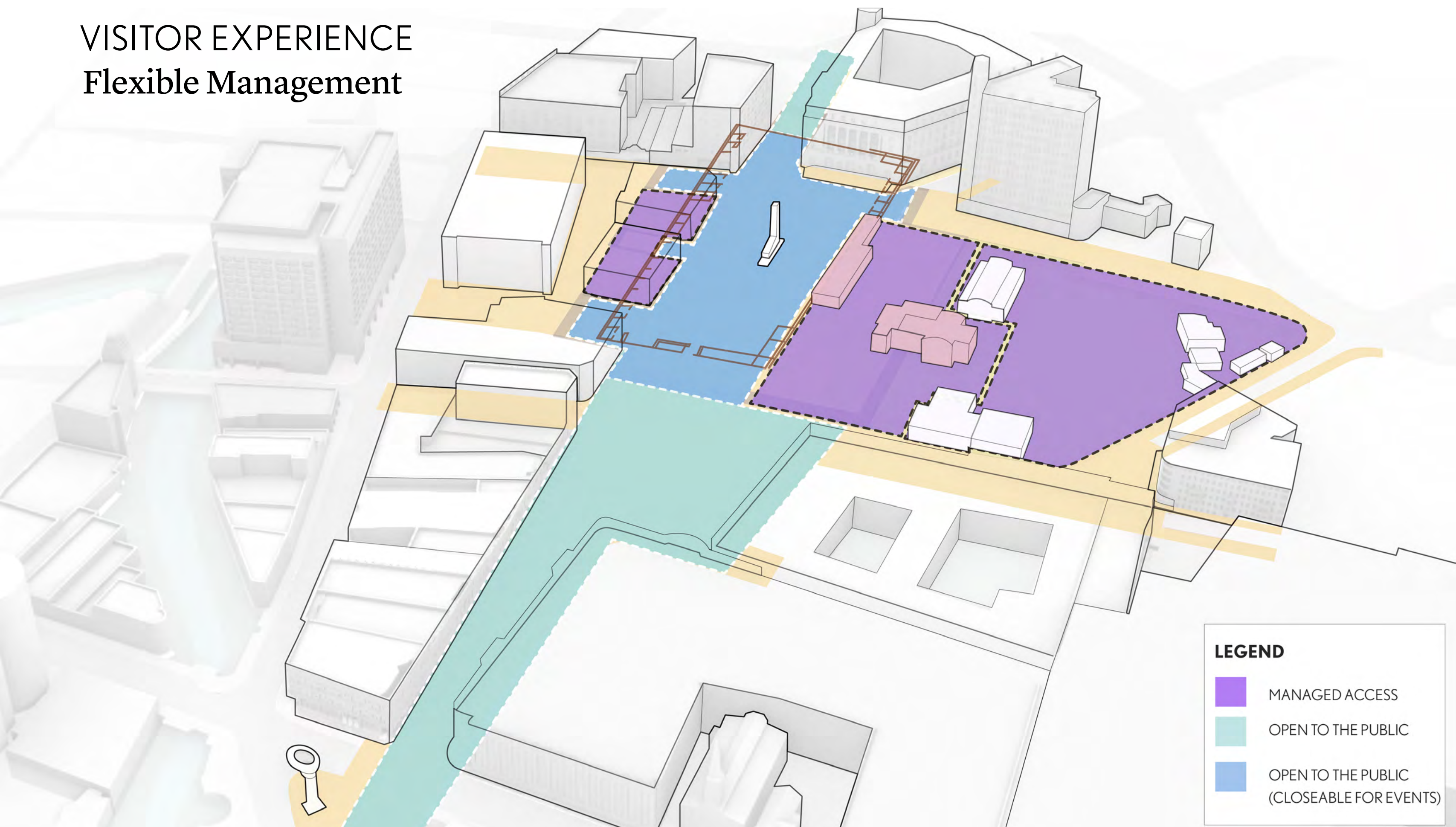


LEGEND




- MANAGED ACCESS
- OPEN TO THE PUBLIC

VISITOR EXPERIENCE

Flexible Management

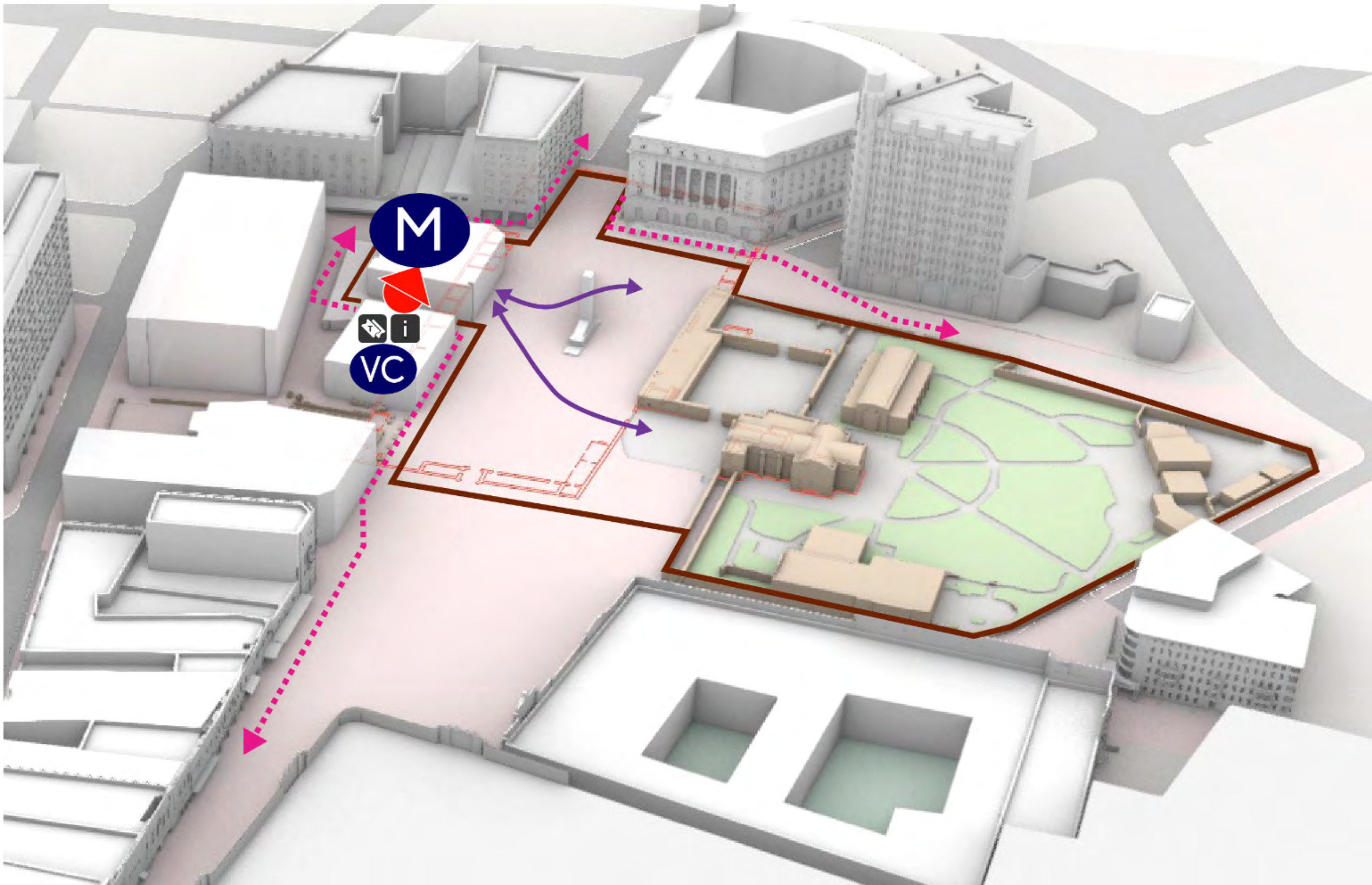


LEGEND

-  MANAGED ACCESS
-  OPEN TO THE PUBLIC
-  OPEN TO THE PUBLIC (CLOSEABLE FOR EVENTS)

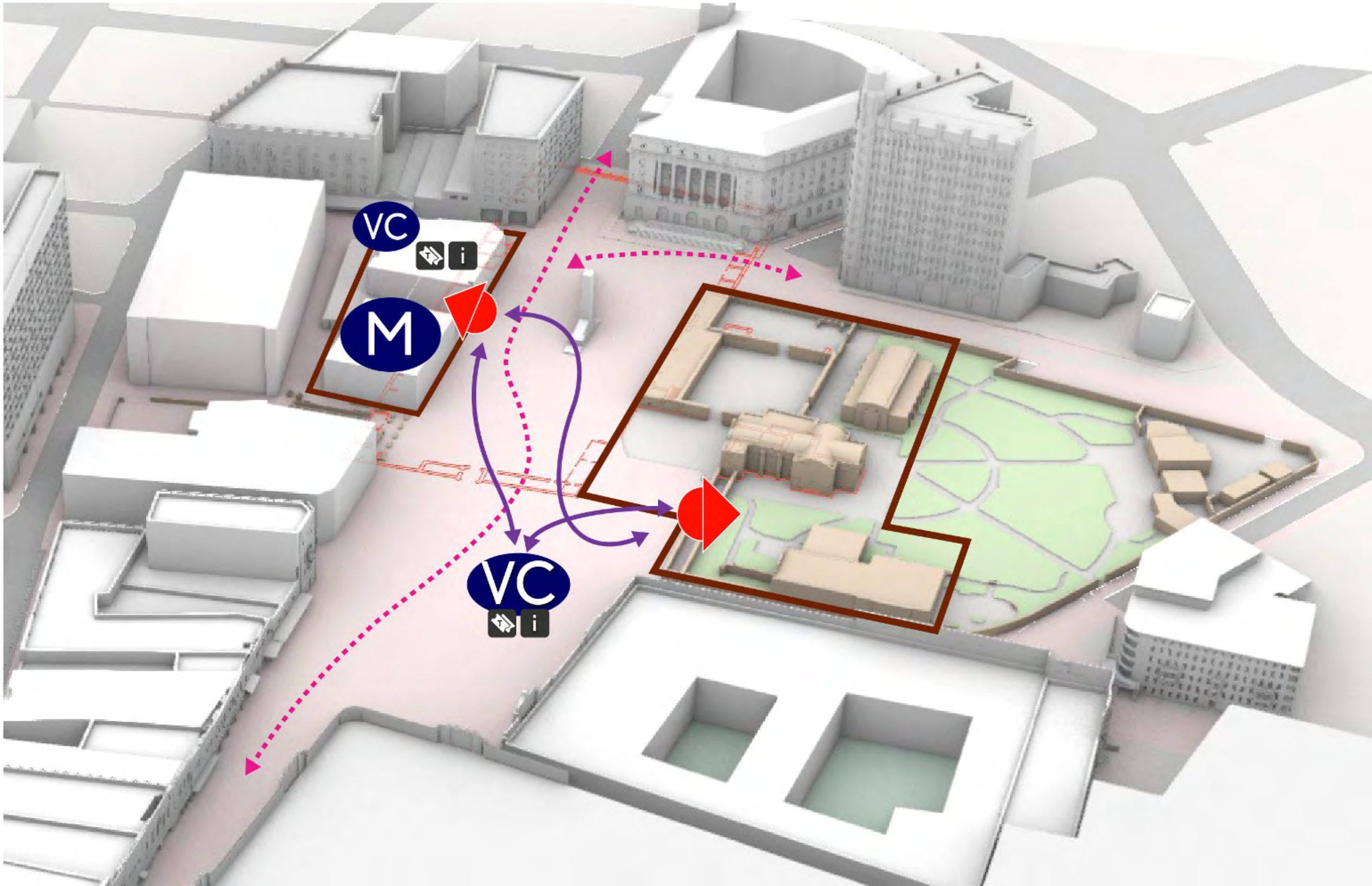
VISITOR EXPERIENCE

Interpretive Plan: Single secure perimeter, one secure entry point



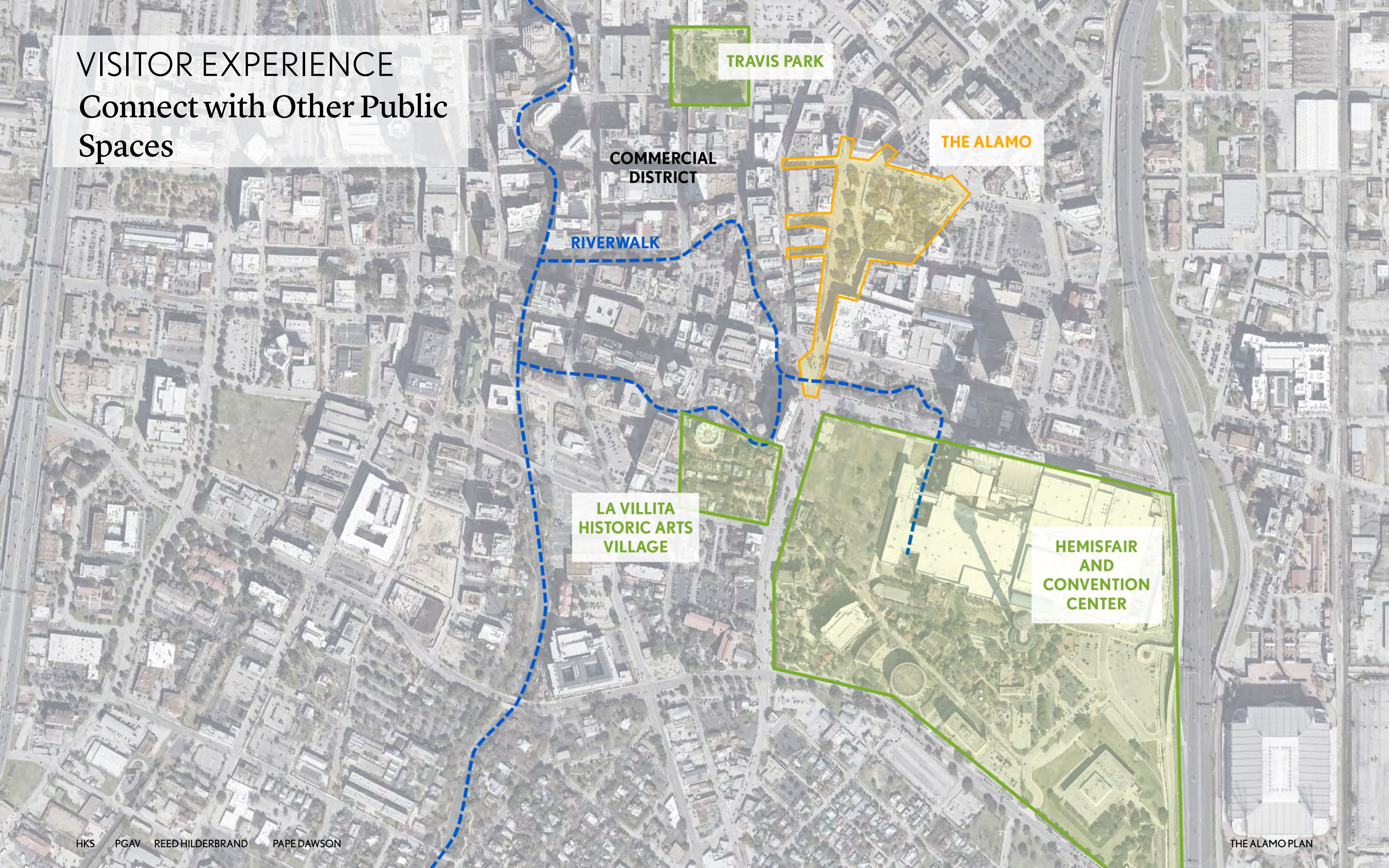
VISITOR EXPERIENCE

Revised Approach: Two secure perimeters, two secure entry points



VISITOR EXPERIENCE

Connect with Other Public Spaces



TRAVIS PARK

COMMERCIAL
DISTRICT

RIVERWALK

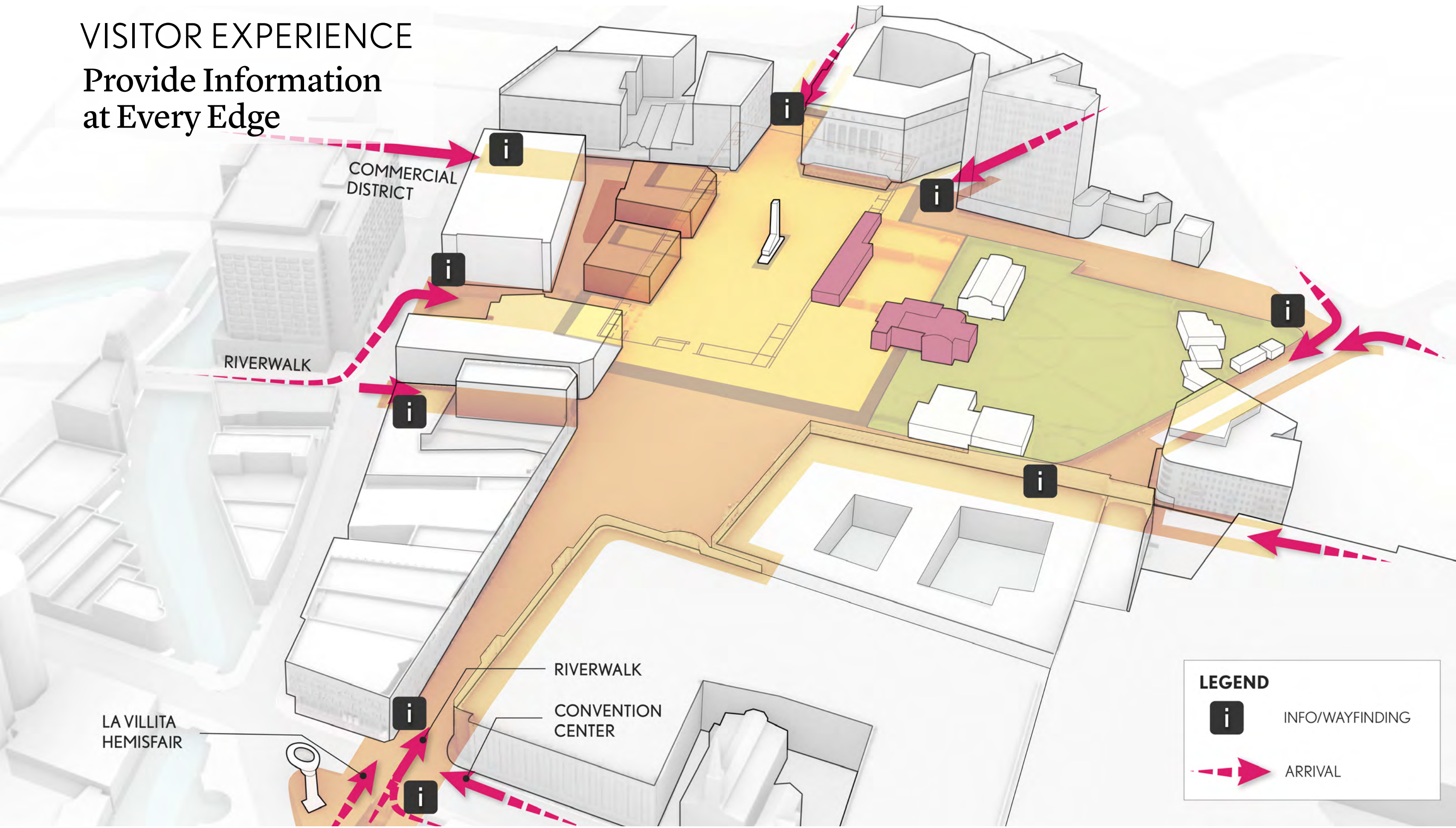
THE ALAMO

LA VILLITA
HISTORIC ARTS
VILLAGE

HEMISFAIR
AND
CONVENTION
CENTER

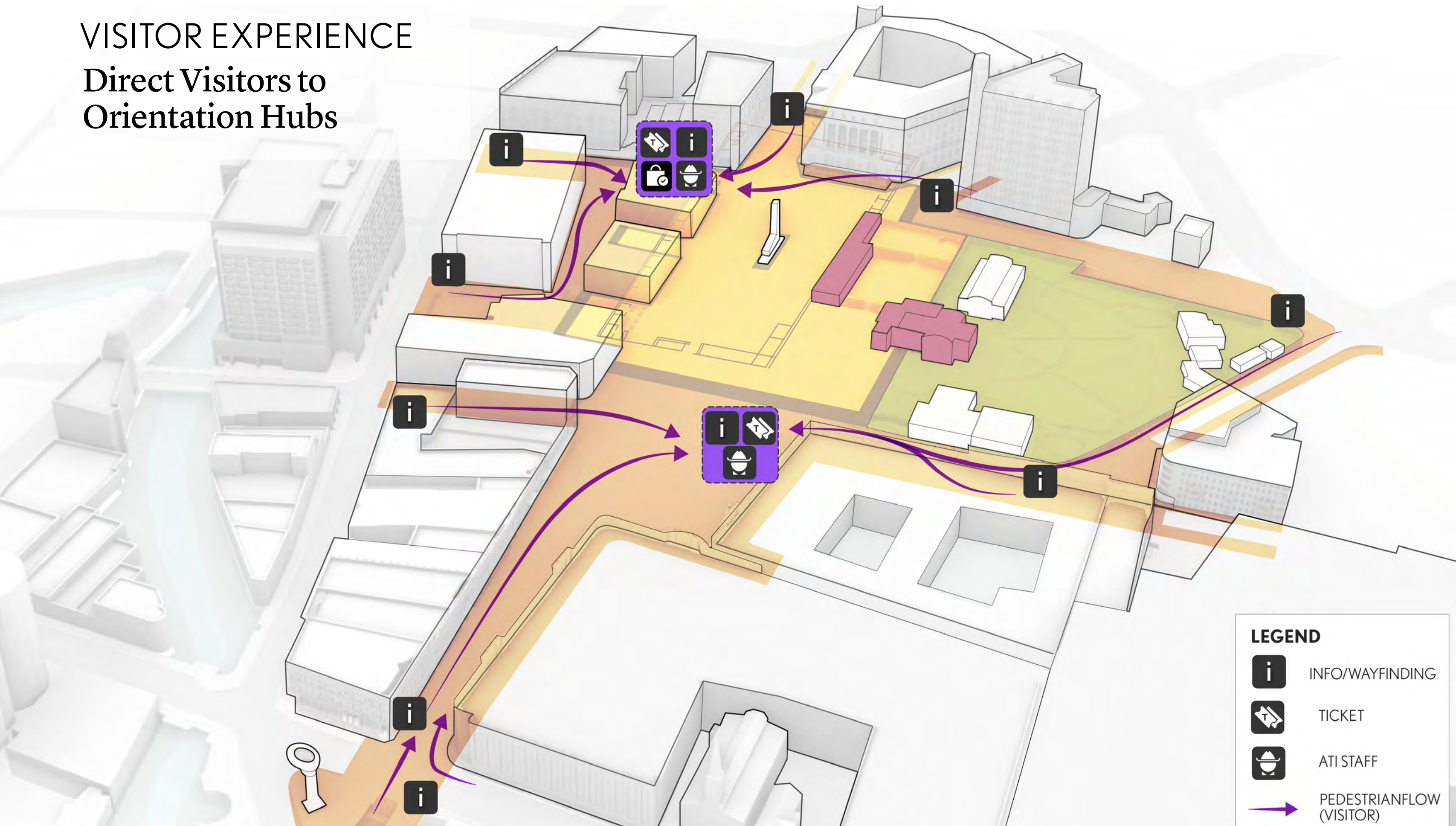
VISITOR EXPERIENCE

Provide Information at Every Edge







VISITOR EXPERIENCE

Direct Visitors to Orientation Hubs



LEGEND

-  INFO/WAYFINDING
-  TICKET
-  ATI STAFF
-  PEDESTRIANFLOW (VISITOR)

INTERPRETIVE PAVILLIONS



DARLING SQUARE: SYDNEY, AUSTRALIA



RED ROCK CANYON VISITOR CENTER: LAS VEGAS, NV



TOURIST INFO CENTER: MONT SAINT-MICHEL, FRANCE



PLACE DE LA RÉPUBLIQUE: PARIS, FRANCE

INTERPRETIVE PAVILLIONS

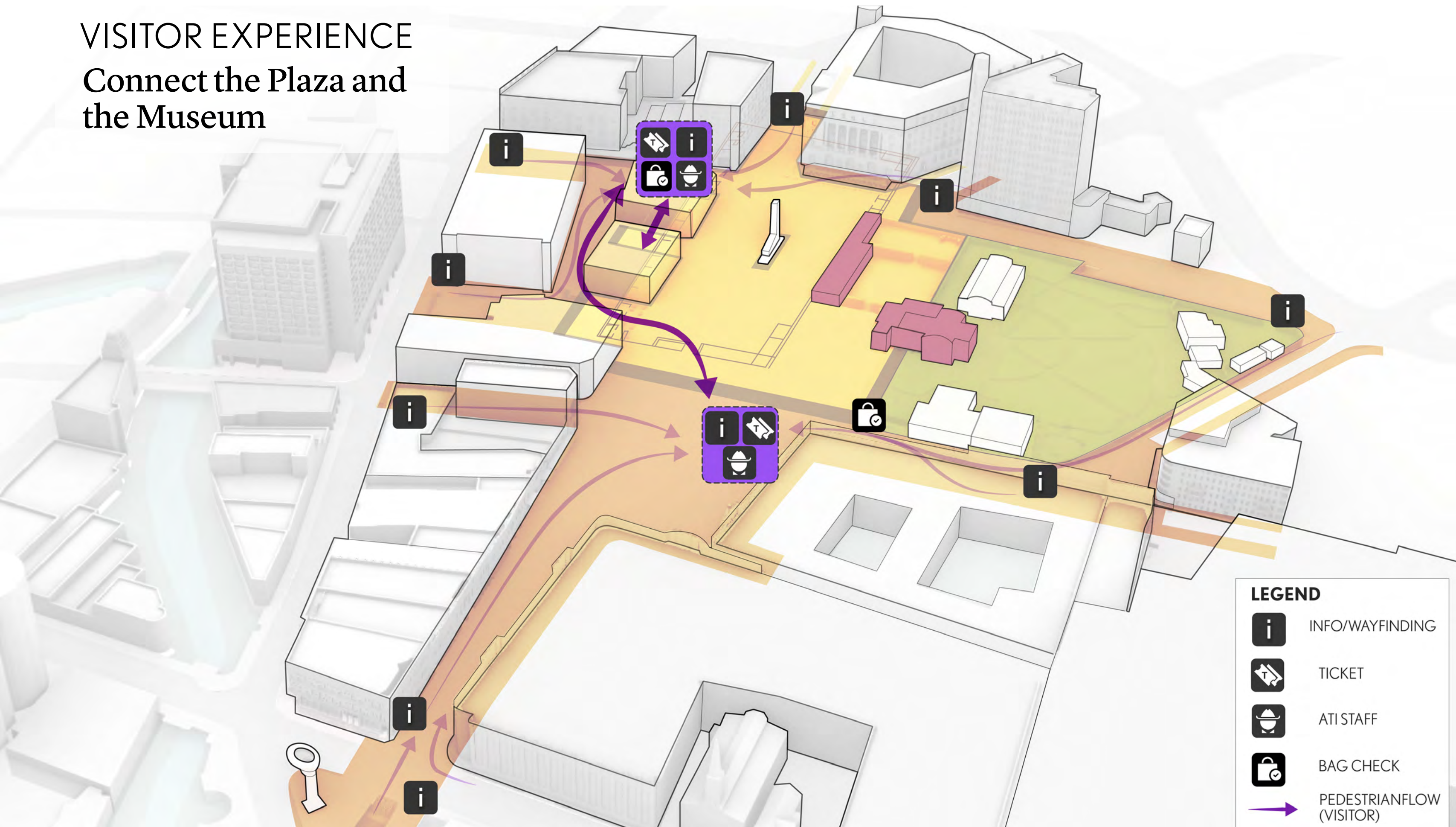


HARBOR ISLANDS PAVILION: BOSTON, MA








VISITOR EXPERIENCE

Connect the Plaza and the Museum

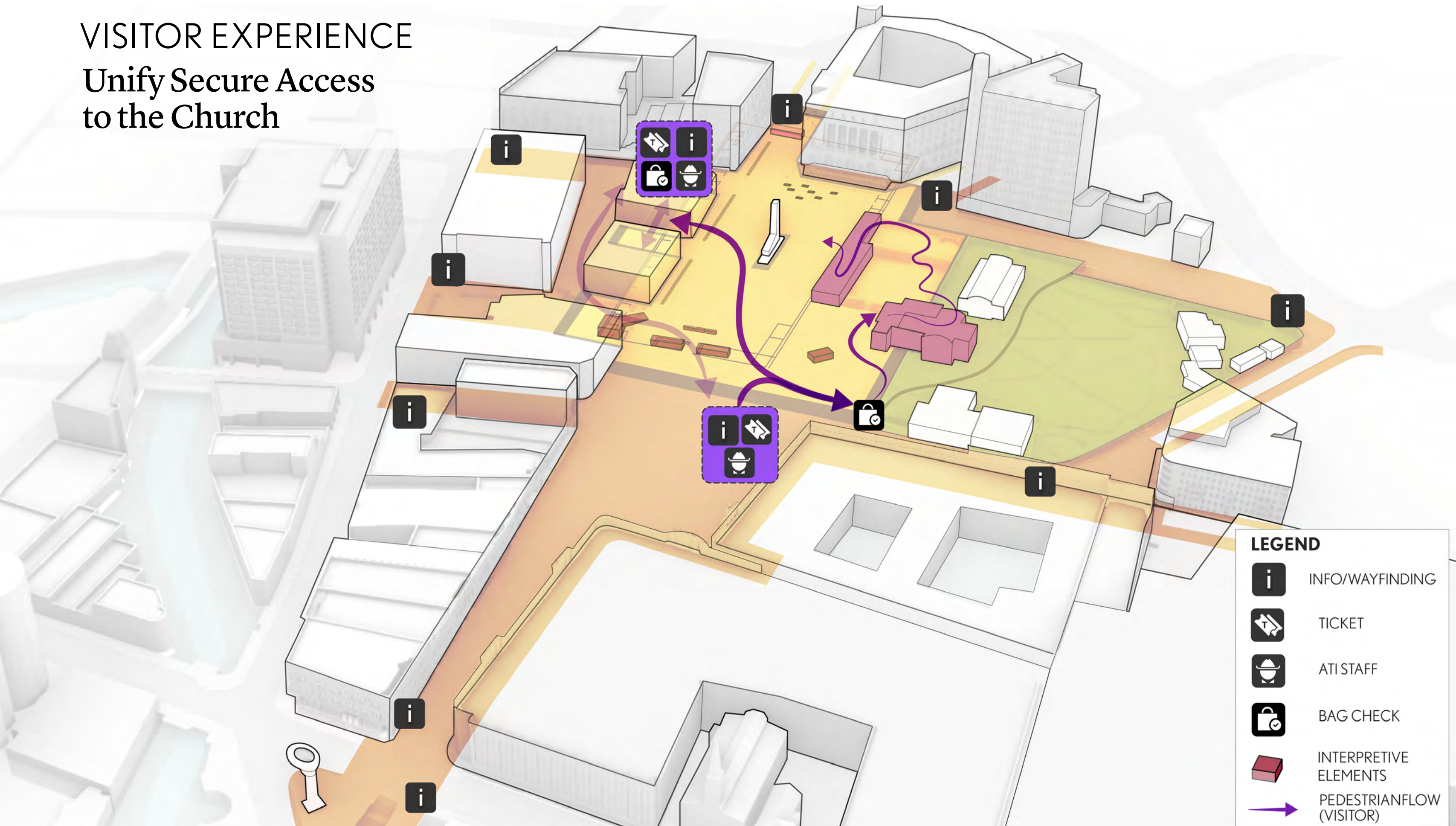


LEGEND

-  INFO/WAYFINDING
-  TICKET
-  ATI STAFF
-  BAG CHECK
-  PEDESTRIAN FLOW (VISITOR)

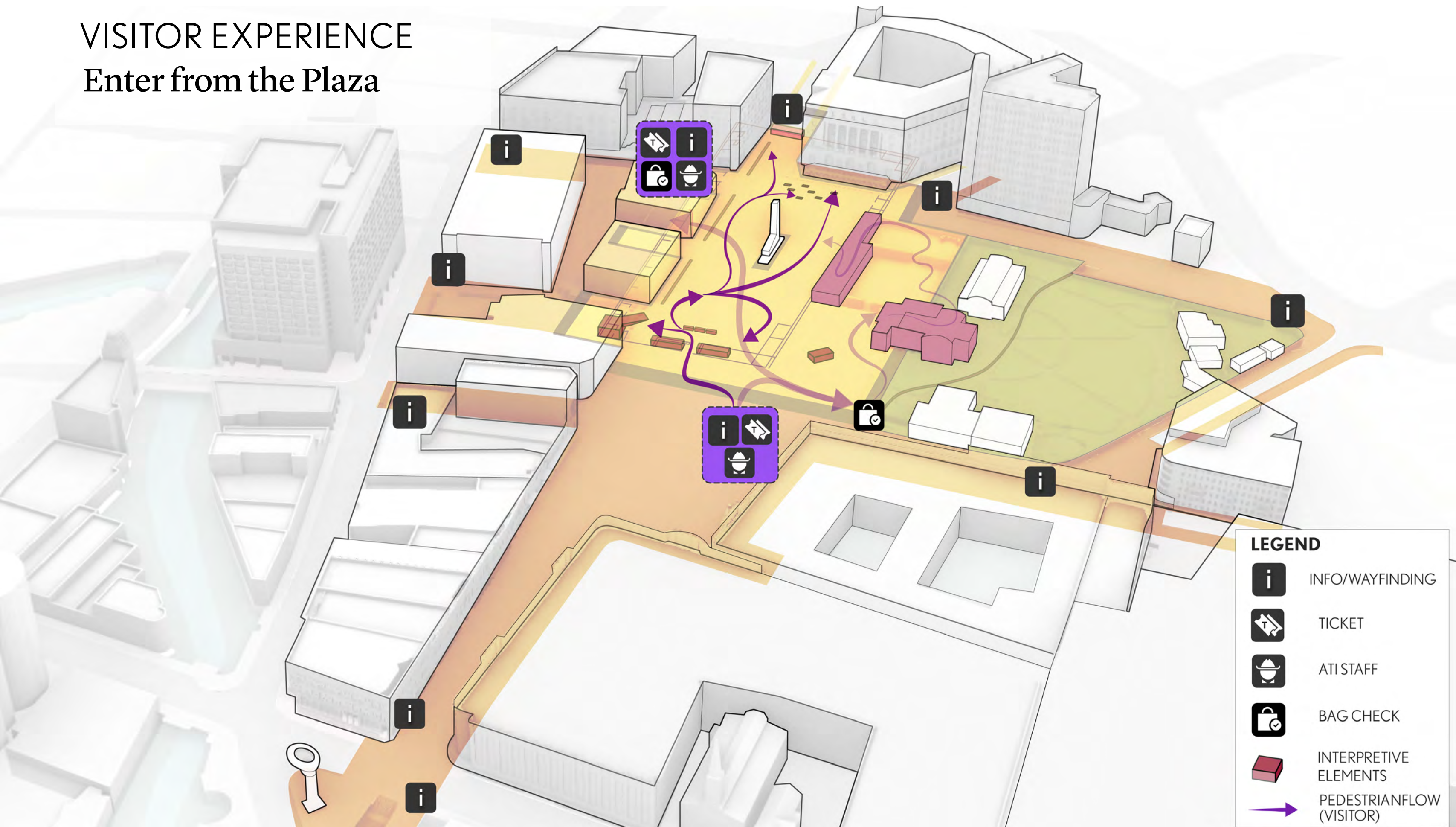
VISITOR EXPERIENCE

Unify Secure Access to the Church



VISITOR EXPERIENCE

Enter from the Plaza

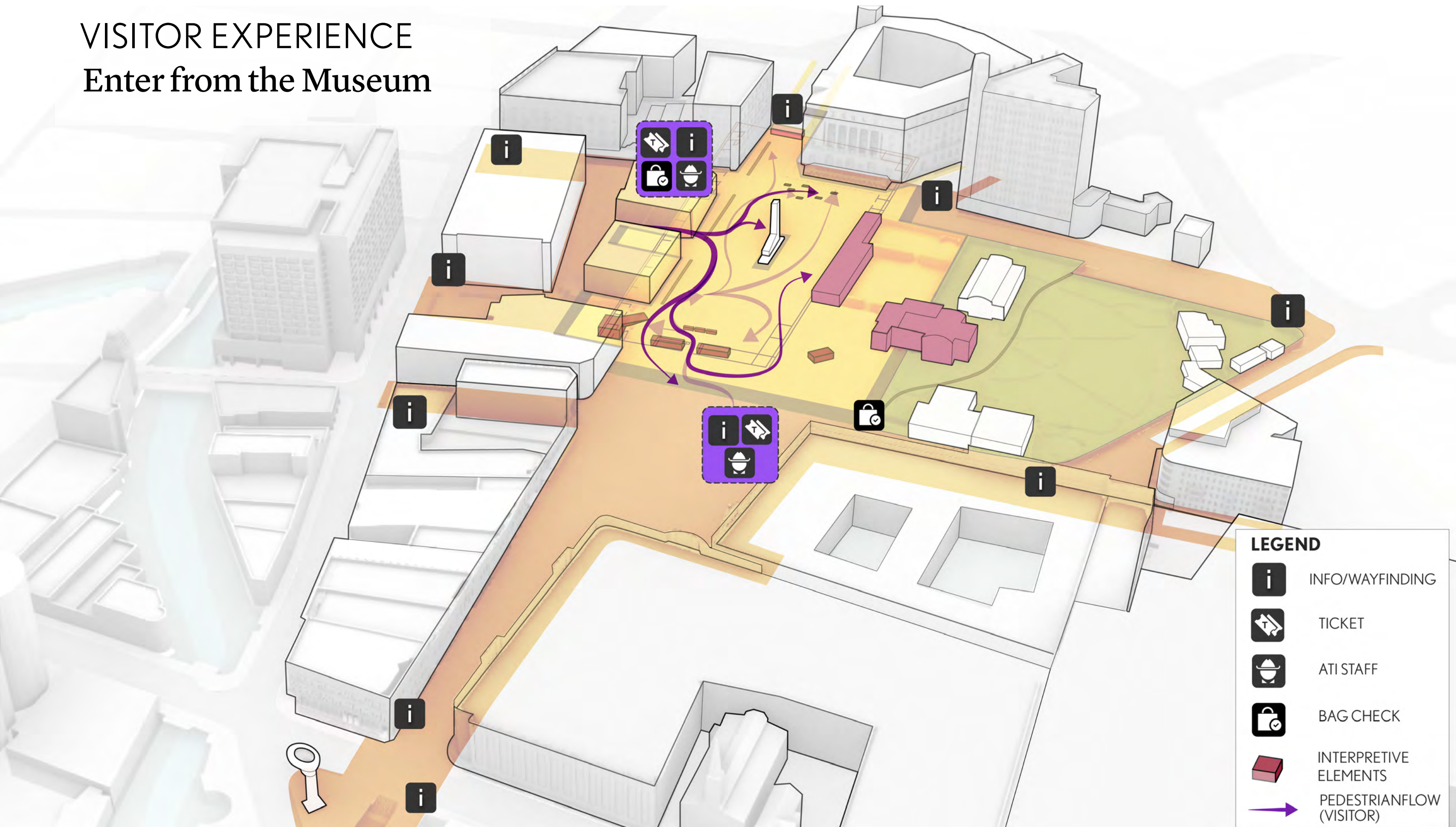


LEGEND

- i** INFO/WAYFINDING
- TICKET
- ATI STAFF
- BAG CHECK
- INTERPRETIVE ELEMENTS
- PEDESTRIANFLOW (VISITOR)

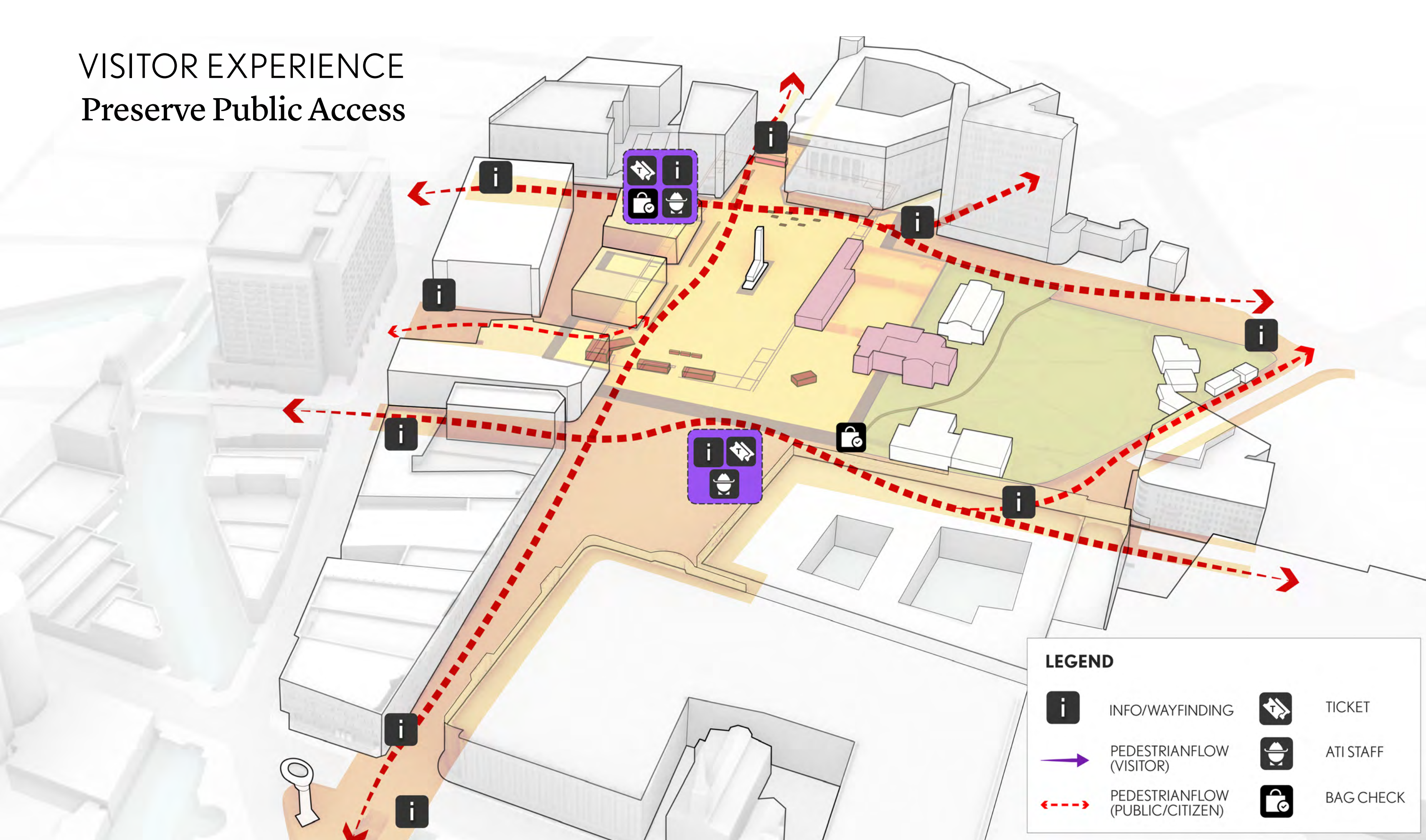
VISITOR EXPERIENCE

Enter from the Museum



VISITOR EXPERIENCE

Preserve Public Access

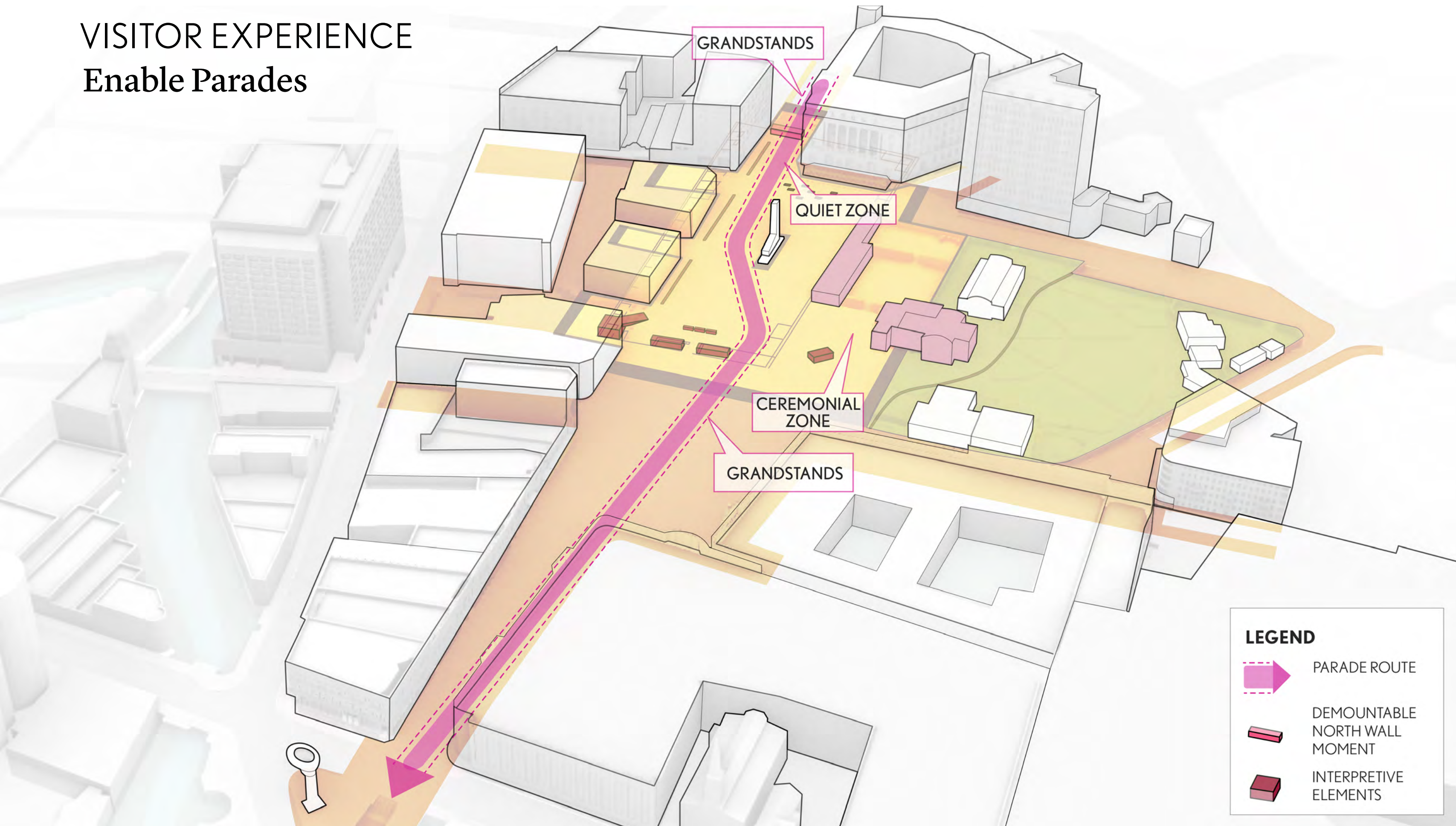


LEGEND

	INFO/WAYFINDING		TICKET
	PEDESTRIANFLOW (VISITOR)		ATI STAFF
	PEDESTRIANFLOW (PUBLIC/CITIZEN)		BAG CHECK

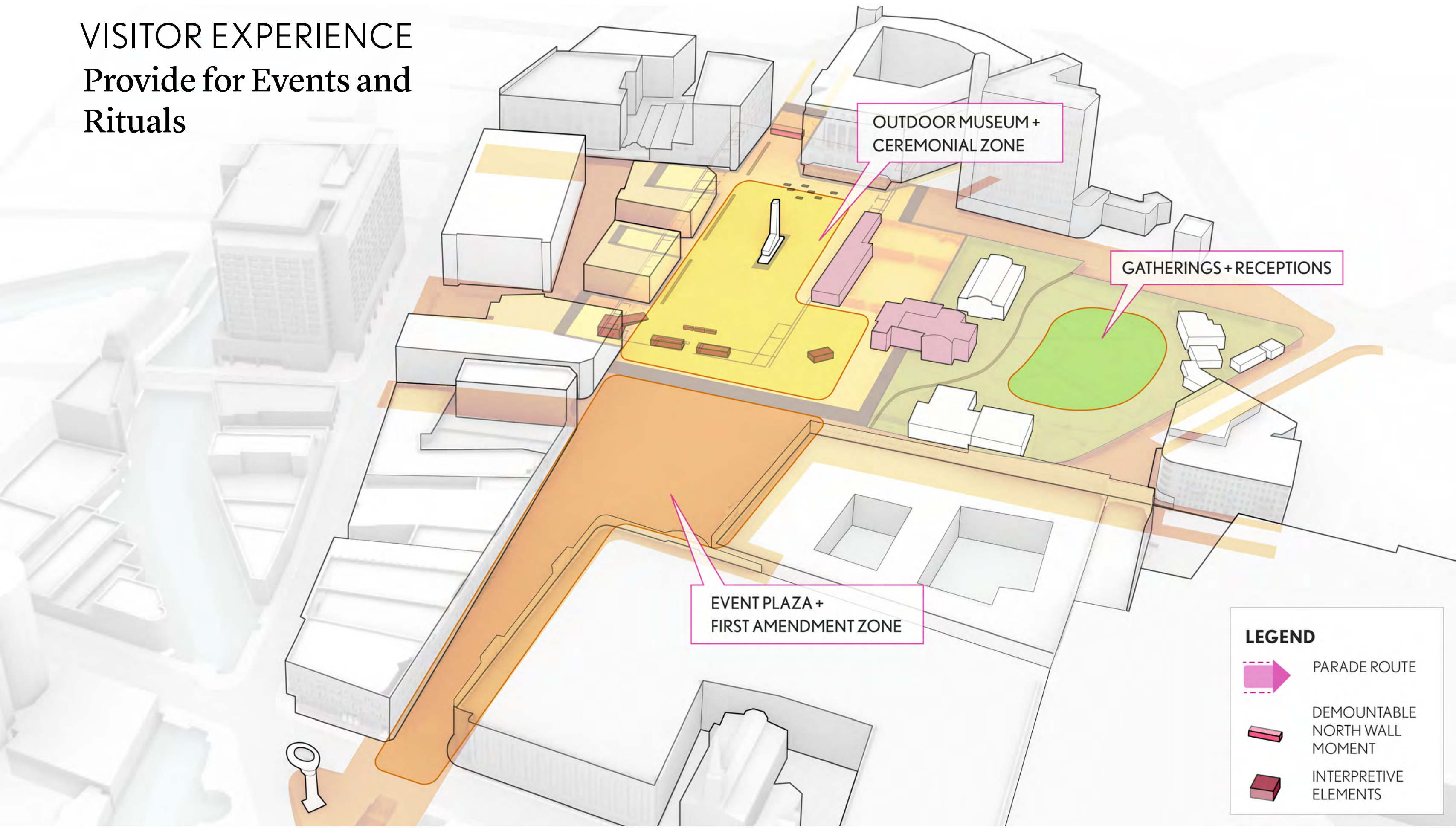
VISITOR EXPERIENCE

Enable Parades






VISITOR EXPERIENCE

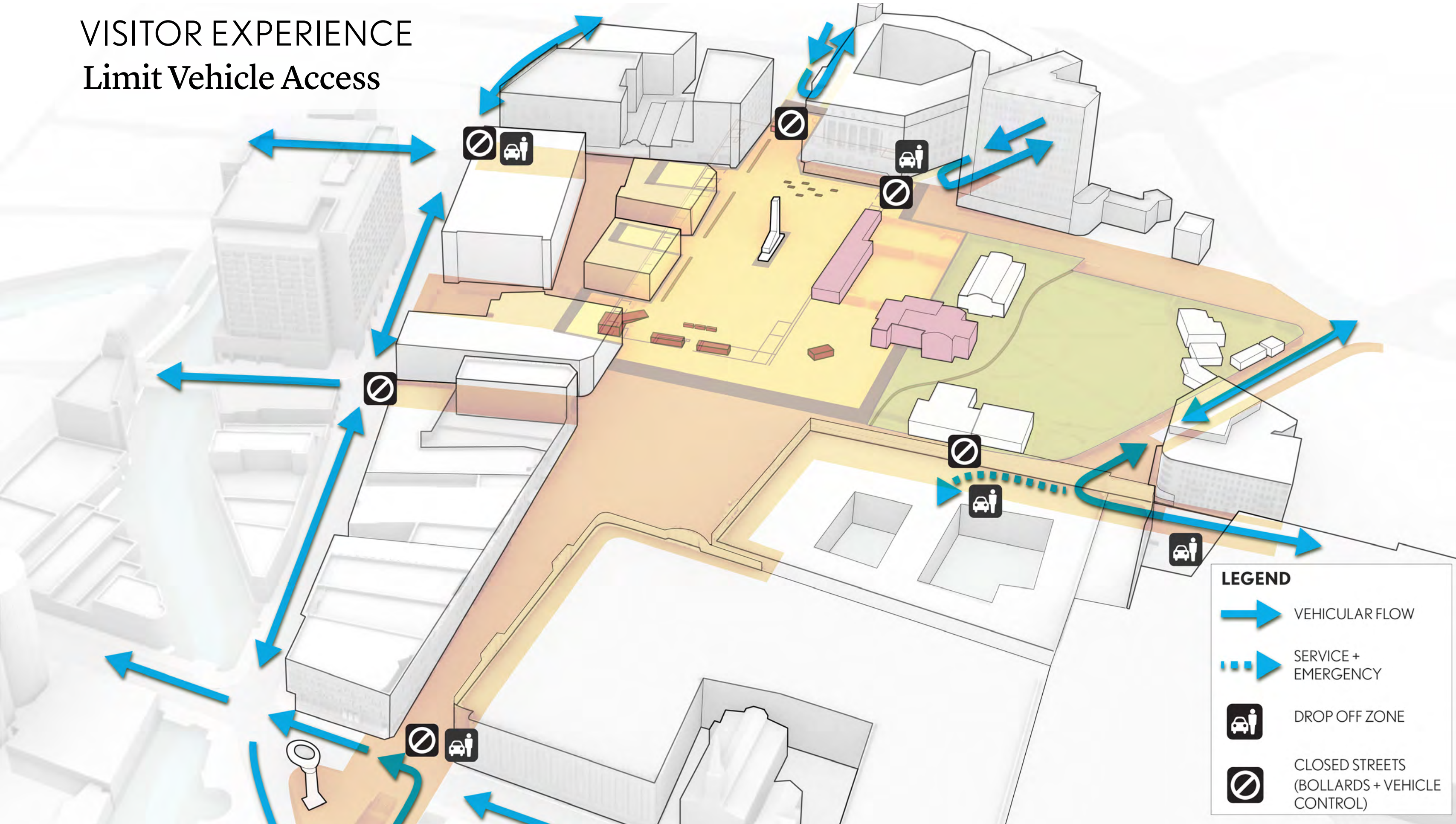
Provide for Events and Rituals



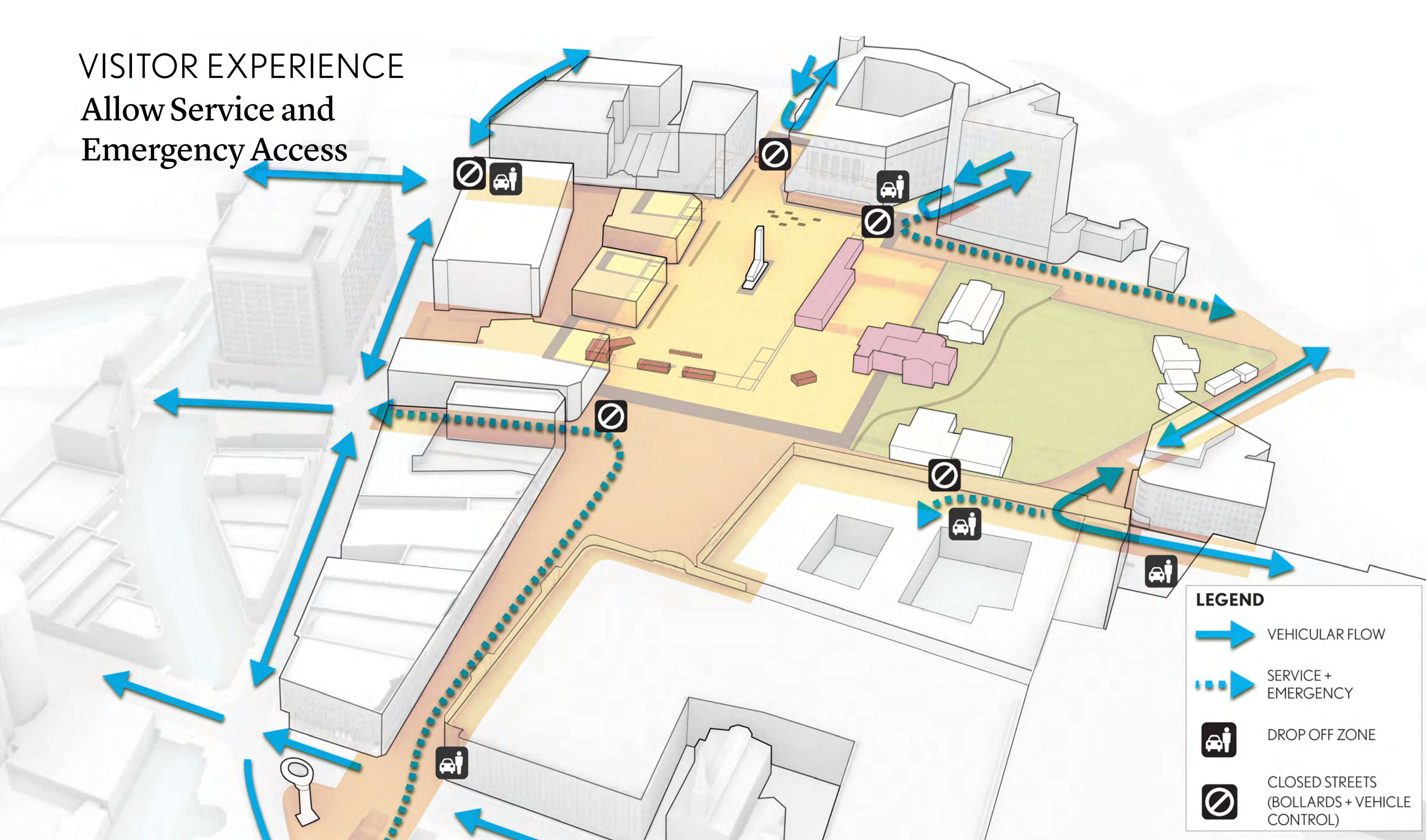
LEGEND

-  PARADE ROUTE
-  DEMOUNTABLE NORTH WALL MOMENT
-  INTERPRETIVE ELEMENTS





VISITOR EXPERIENCE
Limit Vehicle Access



VISITOR EXPERIENCE
Allow Service and
Emergency Access

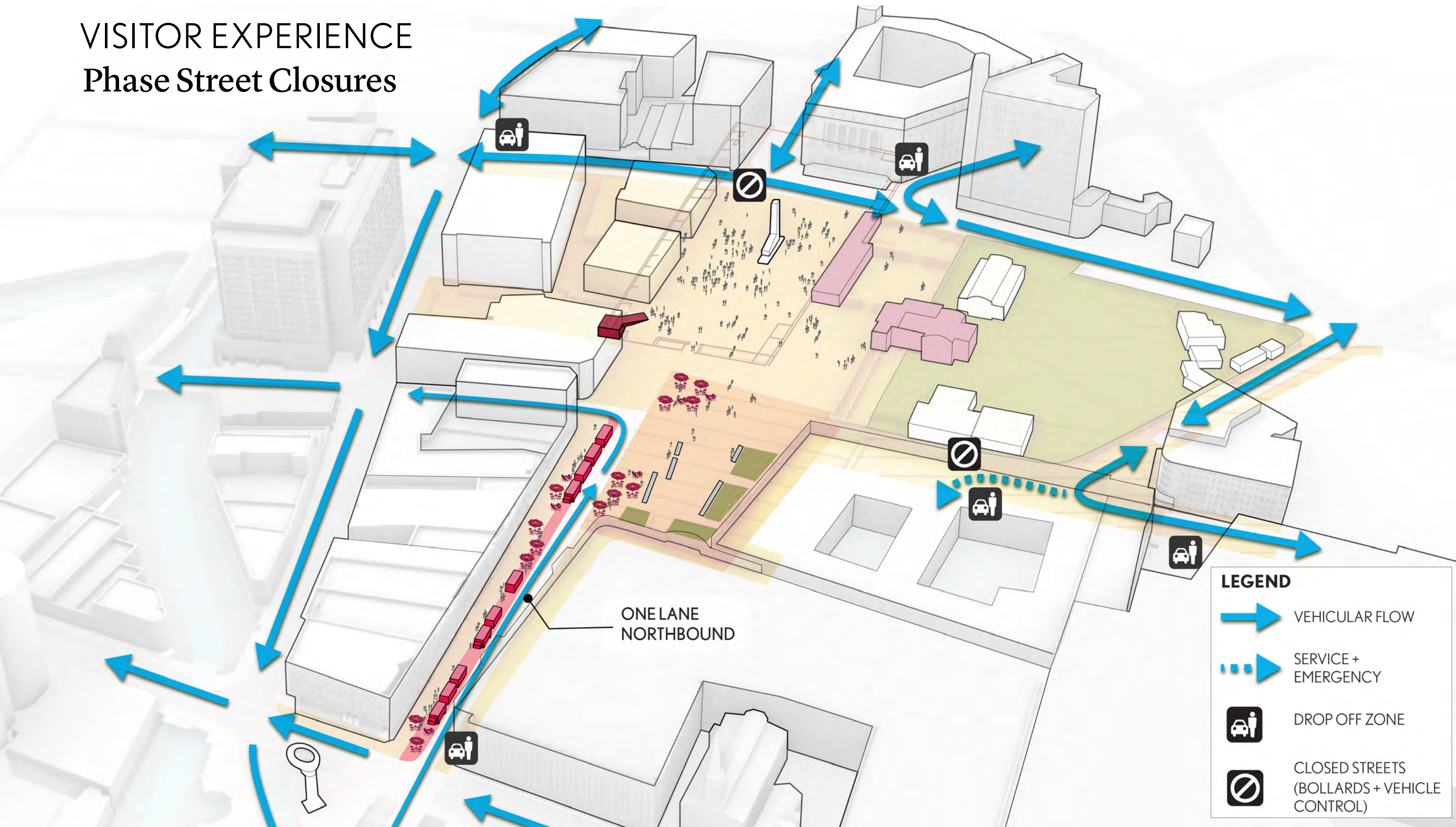


LEGEND

-  VEHICULAR FLOW
-  SERVICE + EMERGENCY
-  DROP OFF ZONE
-  CLOSED STREETS (BOLLARDS + VEHICLE CONTROL)

VISITOR EXPERIENCE

Phase Street Closures



TEMPORARY PLAZA ACTIVATION

18 NUANCES DE GAI: MONTREAL, CANADA



SHADE SAIL STREET CANOPY: MADRID, SPAIN



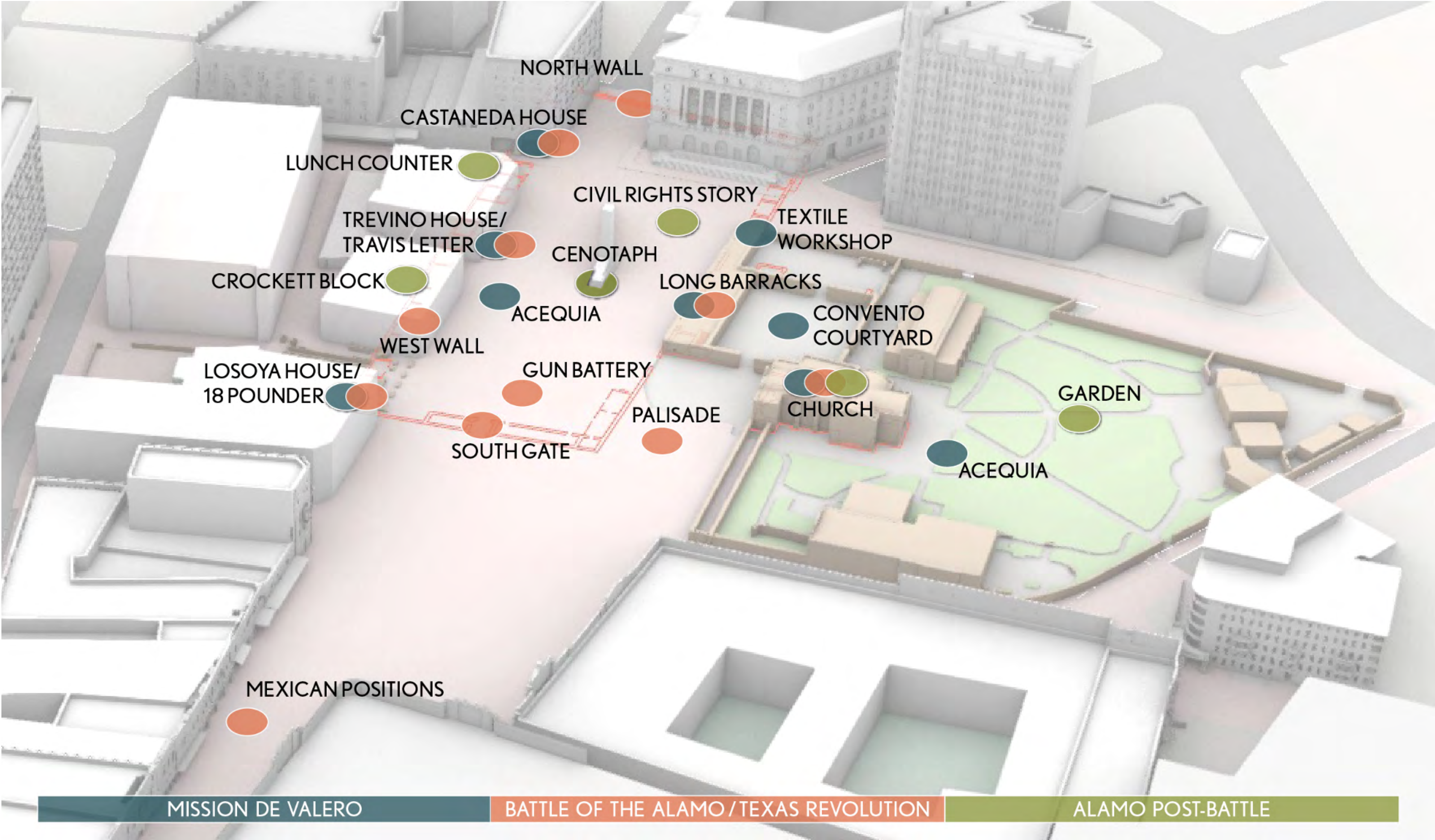
TONTINE CRESCENT: BOSTON, MA



INTERPRETIVE ELEMENTS

The integration of interpretive elements within the full Alamo district will give visitors **opportunities to understand the lives, events, and stories that shaped the Alamo**. In addition to the museum, the delineation of the historic footprint provides **a space for self-guided exploration, guided tours and experiences of living history - right where history happened.**

INTERPRETIVE ELEMENTS



WHAT WE RETAINED

5 Key Elements of Master Plan

1. Restore Church and Long Barracks
2. Delineate the historic footprint
3. Recapture the historic mission plaza and create a sense of reverence and respect
4. Create a world-class museum/visitor center
5. Create a sense of arrival and enhance connectivity between site and other public spaces

PROPOSED CHANGES

1. The Cenotaph will be repaired but not moved
2. The mission footprint will be delineated by paving material changes, and not lowered to its living surface
3. The plaza will remain accessible to pedestrians, without railings
4. The parades and key rituals will be accommodated
5. Streets will be closed as planned and approved, with certain allowances for service, emergency, and public transit vehicles. Alamo Street, between Houston and Crockett, will be closed starting June 1st to allow for programming and traffic modeling

